Newspapers Disclose More In Annual Reports

September 1987

A2350-2
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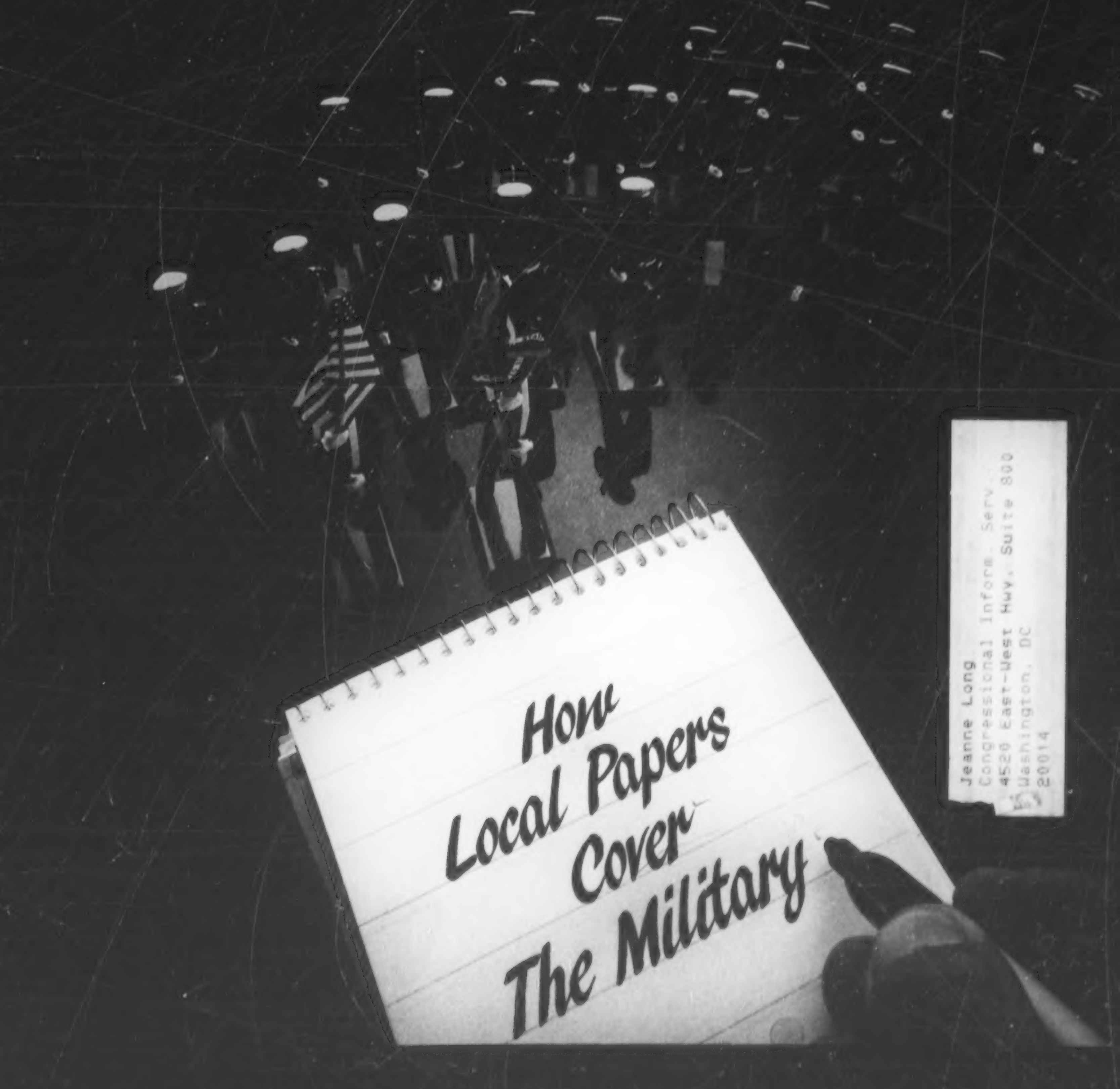
The Journal of the American Newspaper Publishers Association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CHAIRMAN'S CORNER

Minority opportunity shapes our vision of the future

I would like to have your counsel about an important program priority our Board of Directors will be considering this month and throughout the rest of our 1988 budget-planning process. It is a key proposal we have before us to raise to even higher priority our work to assist newspapers in enhancing opportunities for minorities.

ANPA and ANPA Foundation, working closely with ASNE and with all the 36 organizations active on the Task Force on Minorities in the Newspaper Business, have initiated many useful projects in this arena in recent years. Our commitment to do what is right is a firm one already.

But more can be done. And ANPA leadership can be even stronger and more effective.

Meaningful action occurs in pursuit of a vision of how things ought to be. Our Directors and Foundation Trustees are considering adoption of such a vision. It might be something like this:

> *As a result of ANPA leadership, the newspaper workforce—because of enhanced sensitivity in both business and editorial segments—reflects the national diversity of American society; and, as one result, newspapers' role as a mass medium is strengthened for both readers and advertisers.*

George W. Wilson

I ask you to consider, if you will, your vision of this future and to share it with me. Also, let me know what specific steps might best be taken by us to turn the vision into reality.

The vision above, if adopted by our Association, would anticipate that newspaper executives across North America would embrace and participate in the effort and help realize it as a key, valuable ANPA initiative on a par with our traditional technical services and government-relations activities. We would be committed to a high priority application of time, effort and resources.

Work toward such a goal, always coordinated with the intra-industry task force, probably would entail a national survey of newspaper minority employment, attention to secondary school recruiting, expanded job banks, widely available advisory services to individual newspapers, management training for minorities, communication of tools and techniques via conventions, conferences and newsletters, and a host of other things.

Some of you already have heard me talk about my view that people are the resource we can and should concentrate on even more. That's the place further, real progress can be made. It is a good policy. It is good business.

I believe it is time to make minority opportunity a top ANPA priority. But this is your Association. Please let me know—right away—what you think.

George Wilson

George W. Wilson
ANPA Chairman

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Presstime magazine (ISSN 0194-3243) is published monthly by the American Newspaper Publishers Association, 11600 Sunrise Valley Drive, Reston, Va. 22091. Basic subscription rate of $50 a year is included in members' dues. Non-member rate is $100 domestic, additional overseas. Second-class postage paid at Reston, Va., and additional mailing offices. Copyright 1987 by ANPA. All rights reserved. Unsolicited articles and photos should be sent to the presstime editor. POSTMASTER: Send address changes to presstime, ANPA, Box 17407 Dulles Airport, Washington, D.C. 20041

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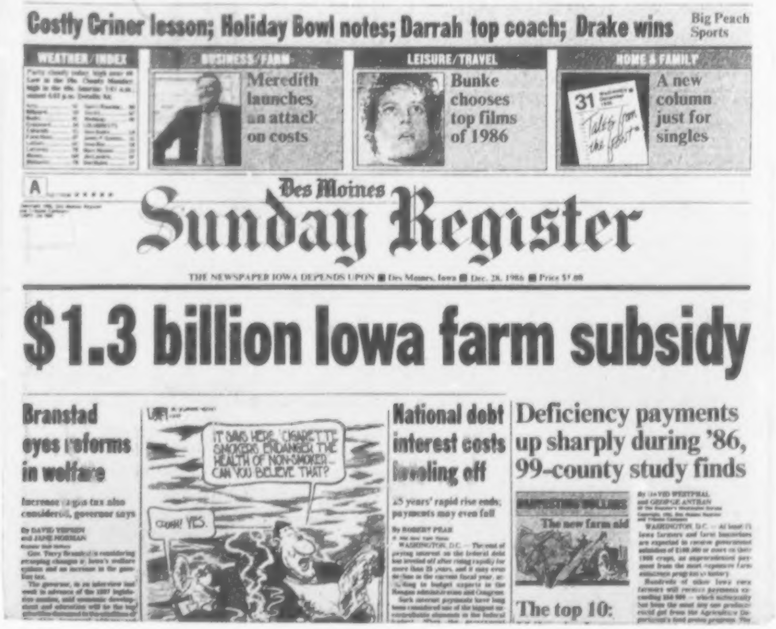
Q: Which newspaper won the most awards for business, financial and economic journalism in the three national business writing contests in 1987?

A:



Costly Criner lesson; Holiday Bowl notes; Darrah top coach; Drake wins Big Peach Sports

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BUSINESS/FARM Meredith launches an attack on costs

LEISURE/TRAVEL Bunke chooses top films of 1986

HOME & FAMILY A new column just for singles

Des Moines Sunday Register

THE NEWSPAPER IOWA DEPENDS UPON ■ Des Moines, Iowa ■ Dec. 28, 1986 ■ Price $1.00

$1.3 billion Iowa farm subsidy

Branstad eyes reforms in welfare

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Deficiency payments up sharply during '86, 99-county study finds

HARVESTING DOLLARS The new farm aid

The top 10:

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Gerald M. Loeb Award—Richard Doak, for his editorials on farm policy. John Hancock Awards—George Anthan and David Westphal, for their series "Harvesting Dollars," on the U.S. farm program, and James P. Gannon, for columns dealing with economic subjects. Pannell Kerr Forster Awards—Gene Erb, for his series, "Made in Mexico," on the flight of jobs and plants from the U.S. to Mexico, and Anthan and Westphal, for "Harvesting Dollars."

GANNETT

ieorge Anthan
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Richard Doak
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Gene Erb
Register Business Reporter

James P. Gannon
Editor

David Westphal
Washington Bureau Reporter

FULL DISCLOSURE

ANNUAL REPORTS

THE ART OF PRESENTING AN IMAGE ALONG WITH THE FACTS

BY MARY A. ANDERSON
presstime staff writer

Glitzy or staid, voluminous or bare bones, this year's crop of annual reports from publicly held newspaper companies trickled from April through June into the offices of shareholders, bankers, analysts, advertisers and government officials.

After a brief summer respite, some companies are already hard at work on next year's productions.

They are not cutting back on their efforts, even in light of the Securities and Exchange Commission's startling ruling late last year that it does not require an annual report, so long as public companies submit full financial information in some other form.

Depending on their size and other factors, newspaper companies spent up to $250,000 last year to produce reports that are considered by many annual report-watchers to be among the most revealing, well-written, and attractive in the corporate world.

A byproduct of capitalism, the annual report is a company's way of putting its best foot forward in the presence of people who may affect its financial fortune.

To accomplish that, its appeal must be multifaceted. The financial experts might start at the back, checking the information whose disclosure is required by federal law. This includes statistical tables where one can find the proverbial "bottom line"—profits, losses and earnings per share. The financial wizards also are on guard for any cautionary note from the independent auditor's statement.

On the other hand, some individual investors or company employees will start at the front, attracted by the colorful photographs, modern graphics and feature stories that many companies use to convey their glamour and humanity.

In short, the annual report is both an image-maker and a corporate calling card.

Frank N. Hawkins Jr., vice president for corporate relations and planning for Knight-Ridder Inc., says the reports are "like a corporate Rorschach test."

"At Knight-Ridder, we believe the annual report is a reflection of how the company feels about itself," says Hawkins, posing this question: "Who wants to invest in a company that doesn't feel good about itself?"

Photographers shoot the cover of Knight-Ridder's award-winning 1986 report.

Another reason annual reports are important is that "companies must be identified anew each year," says Richard A. Lewis, chairman of a consulting firm, Corporate Annual Reports Inc., and publisher of a quarterly newsletter, The Corporate Communications Report. "They are constantly changing—making acquisitions, launching products, entering new markets."

Media analyst J. Kendrick Noble, first vice president of PaineWebber Inc., says the annual report "is the single most important document as far as I'm concerned."

"When I want to find out about a company," he says, "I ask for the last 10 years of annual reports, 10 years of [Securities and Exchange Commission annual Form] 10-Ks, three years of quarterly statements [of operations and revenues] and any proxy statements or press releases" the company may have issued.

Analyst Bruce Thorp of the Washington D.C., brokerage firm of Lynch, Jones & Ryan, says, "We do our financial profile based on annual reports each year. Without information that we find only in annual reports, we would not be able to complete that as quickly as we do."

Some of the information best obtained from an annual report includes debt and shareholders' equity, and the breakdown of financial data into segments such as newspaper operations and broadcasting, he says.

Newsletter publisher Lewis says, "Because the annual report is signed by the chief executive and filed with the Securities and Exchange Commission, it's considered to be the most credible document a company produces. . . . Among large American companies in this society, if a company doesn't have credibility, then no one is going to follow their stock."

READABLE, INFORMATIVE. Over the past five years, says Lewis, newspaper company annual reports, as a group, surpass their counterparts in other industries in many respects. "They are fatter and better and more informative than the run-of-the-mill, perhaps reflecting the affluence in the industry," he says. "I think it has to do more with bragging"—a kind of one-upmanship among newspaper conglomerates—than with a possible journalistic inclination toward better writing or design.

If journalism were the main reason for the reports' excellence, one might expect those of advertising, broadcast or book publishing companies to be just as impressive. But analyst Noble, who judges annual reports of media companies for two different groups, says the ones put out by newspaper companies "are typically the best . . . in the entire media field."

The analysts and Lewis agree the reports from newspaper companies provide more extensive financial information than is normal, but their views differ as to why.

"I suspect newspaper companies provide more than they really need to because they are information companies, and they tend to believe in the need for public disclosure," says Thorp of Lynch, Jones & Ryan.

Lewis says that "because they don't compete head-to-head, they are willing to give more information about their market areas."

In recent years, that openness has carried over to the quarterly reports and interim releases. "That's a general trend with newspapers in all kinds of ways—telling analysts what's happening on a monthly basis more than they ever did," Thorp says.

Almost all annual reports contain the same basic elements, in roughly the same order: operating financial highlights; chairman's letter; the management's discussion and analysis of operating results in various divisions; assorted financial tables, including consolidated income statement and balance sheet; footnotes; independent auditor's report; and list of directors.

Those newspaper companies that go beyond the basics have been fulfilling the wishes of analysts for "more numbers," Thorp notes. Some of those extras are:

- Three- to five-year segment information, breaking down revenues and expenses for newspapers, broadcast and other properties
- Eleven-year financial summaries, to allow full comparisons of growth over a 10-year period
- Percentage of change from the previous year in operating results
- Biographical information on executive officers.

Another feature favored by the experts is a question-and-answer section, such as those carried in the reports of Knight-Ridder and Tribune Co. of Chicago, in which management discusses future prospects.

"Relatively few companies will say anything about the year ahead," Lewis says.

STANDING OUT. A report that has received widespread praise in financial and publishing circles is Knight-Ridder's latest one. Its front and back covers picture some of the company's 39 Pulitzer Prize winners amid stacks of newspapers and a newsrack that proclaims, "Tradition of Excellence."

Another winning touch was the first effort by Pulitzer Publishing Co., which hurriedly put together its annual report after going public last December. In Financial World magazine's prestigious yearly contest, Pulitzer won second-place recognition behind Knight-Ridder in the printing and publishing category.

Its debut report stresses the company's history, with a John Singer Sargent portrait of Joseph Pulitzer on the cover.

The New York Times Co. opted for no photograph on the cover of its report for 1986. Instead, it used a sophisticated graphic design incorporating names of the operating divisions, with plenty of color inside.

Lee Enterprises Inc.'s cover was a picture of Americana: a red-capped youth about to toss the La Crosse (Wis.) Tribune to the home beyond a white picket fence on a crisp autumn day.

Dow Jones & Co., just like its leading publication, The Wall Street Journal, presented the facts in "gray lady" fashion. Photographs were black-and white.

Capital Cities/ABC Inc. offered the most no-nonsense design, excluding photographs entirely. As has been its tradition, the company put its statement of management philosophy inside the front cover—and it is a standard to which the austere annual report attests: "We expect a great deal from our managers. We expect them to be forever cost-conscious."

Also on the modest end of the spectrum—but mostly because of their smaller size and fewer shareholders—were Park Communications Inc. and Stauffer Communications Inc. At 26 and 11 downsized pages, respectively, they were the briefest of the 1986 crop, with few photographs or other artistic flourishes. Gannett Co.'s was the largest, at 77 pages.

For the 16 principal publicly traded newspaper companies, the average length was 45.8 pages, substantially higher than the average of 40.5 pages of all annual reports tracked by Sid Cato Communications, Inc., which publishes Sid Cato's Newsletter on Annual Reports.

Surveys by Cato and Lewis show that out-of-pocket costs of preparing annual reports nationally have ranged from 34 cents to $8 per copy, with the average hovering around $3.

Lewis said most companies spend between $100,000 and $400,000 a year on their annual reports, with relatively few going higher than $250,000.

Some Private Firms Also Report

Although private companies are not reliant on Wall Street and are under no legal requirement to issue an annual report or a Form 10-K, several newspaper firms do one or the other.

The annual report of privately held Cox Enterprises Inc. includes no financial data but provides as slick, colorful and optimistic a synopsis of the company's operations as many of the public companies.

Scripps Howard issues a similar publication, which it calls a "progress report." According to an explanatory statement, the report is "less concerned (than those of public companies) with bottom-line figures and more concerned with the quality of work being performed at its operating units and the employees responsible for the company's steady growth."

The Hearst Corp. offers a slim brochure, illustrated with color photographs, titled "A Letter to Employees from Frank A. Bennack, Jr., President and Chief Executive Officer."

More unusual in its openness is Cowles Media Co. of Minneapolis, a privately held company whose major shareholders include Gannett Co. and The Washington Post Co.—both publicly traded companies. For several years, Cowles has published a full annual report with financial tables as complete as those put out by many public companies.

Cowles does so as a service to the company's 400 shareholders, and because a small portion of Cowles' stock is traded over the counter, says Chairman David Kruidenier.

And Ingersoll Newspapers Inc. this year publicly distributed a completed Form 10-K, full of annual operating results and financial statements.

"It's a one-shot thing," says Benjamin J. Kowalczyk, Ingersoll's principal accounting officer. "I can assure you, if we didn't have to do it, we wouldn't do it." The SEC required the 10-K because of outstanding public debt the company has carried since the end of 1985.

Outlays by newspaper companies ranged close to the $3-per-copy average. That was about what Knight-Ridder Inc. spent to publish 60,000 copies, Hawkins says, for a total cost of about $200,000.

Gannett Co. spent about $250,000 to publish almost 100,000 copies of its lengthy, glossy annual report. It kept costs down to about $2.50 per copy by doing everything, except the printing and mailing, in-house, says Joe Junot, managing editor of Gannett publications.

Pulitzer Publishing may be able to claim the record for the most expensive annual report this year. With only 7,500 copies printed, production cost about $10 per copy, says James V. Maloney, company secretary. Given the short deadline for its first report, much of the work had to be farmed out to a St. Louis public relations firm, adding to the cost.

At the modest end of the scale, Park Communications spent about $5,500 to produce 5,000 copies of its two-color annual report, at a unit cost of $1.08.

Most companies could not provide detailed breakdowns of report distribution, but if Knight-Ridder's practice was any standard, about half went to individual shareholders, media analysts and brokerage firms; a third went to individuals who requested them for diverse reasons; and the remainder went to company employees, journalism schools or others on company mailing lists.

Annual reports for most businesses are coordinated by the companies' public relations or corporate communications departments. Relatively few—between 16 and 27 percent, by varying surveys—are supervised by "investor relations" people, who specialize in dealing with the financial community.

Newspaper companies and other industries alike nearly always make data collection and writing an in-house job, but usually contract with outside firms for design work and printing.

LOSING ITS LUSTER? Several companies and the government have begun talking about possibly downplaying the role of the report in meeting federal accountability requirements.

The controversy was sparked late last year by General Motors' advocacy of a "summary annual report"—one without full financial data, so long as complete data are filed with the SEC in the annual 10-K and proxy statements. Not only did the SEC approve GM's proposal, but it stunned the financial world by agreeing that the annual report could be dropped entirely.

"The SEC position is not just a matter of hair-splitting over obscure rules. If anyone realized beforehand the traditional annual report was optional, nobody at the SEC or in the corporate world ever said so," wrote Edward Kulkosky, publisher of Corporate Shareholder newsletter, in a Wall Street Journal column that widely publicized the decision.

But the annual report is not likely to change drastically because of the SEC pronouncement, Kulkosky wrote. "It's too much big business now."

So far, no newspaper companies have scaled down their reports, which is welcome news to analysts. Responding to a recent survey by the Hill & Knowlton public relations firm, analysts said that anything less than the traditional annual report makes their jobs more difficult and shows contempt for shareholders.

On the non-traditional front, a handful of companies are experimenting with using videotapes and floppy disks as supplements—or substitutes—for the publications. Knight-Ridder's Hawkins believes they are too faddish to catch on.

Progress is being made on the electronic front in one area. Information from the reports are being stored in databases and retrieved by people using personal computers, Lewis says.

Even so, he and other observers of the annual report scene believe the familiar, printed annual report serves so many useful purposes that it is here to stay. ☐

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USA TODAY, the nation's most widely read newspaper, has chosen DataTimes, the world leader in electronic publishing and information networks, to provide its electronic library services.

USA TODAY and the **Gannett News Service** will join the DataTimes electronic information network of over 170 newspaper, newswire, and business databases serving thousands of commercial businesses worldwide. **USA TODAY** joins the world's leading newspapers on DataTimes, and will be available for public access September 1, 1987.

The DataTimes system will allow reporters, editors and newsroom libraries instant computer access to previously printed information directly from their own newsroom terminals.

DataTimes is proud to welcome **USA TODAY** and the **Gannett News Service**, from the Gannett Co. Inc., the nation's largest newspaper group, to its world of information.

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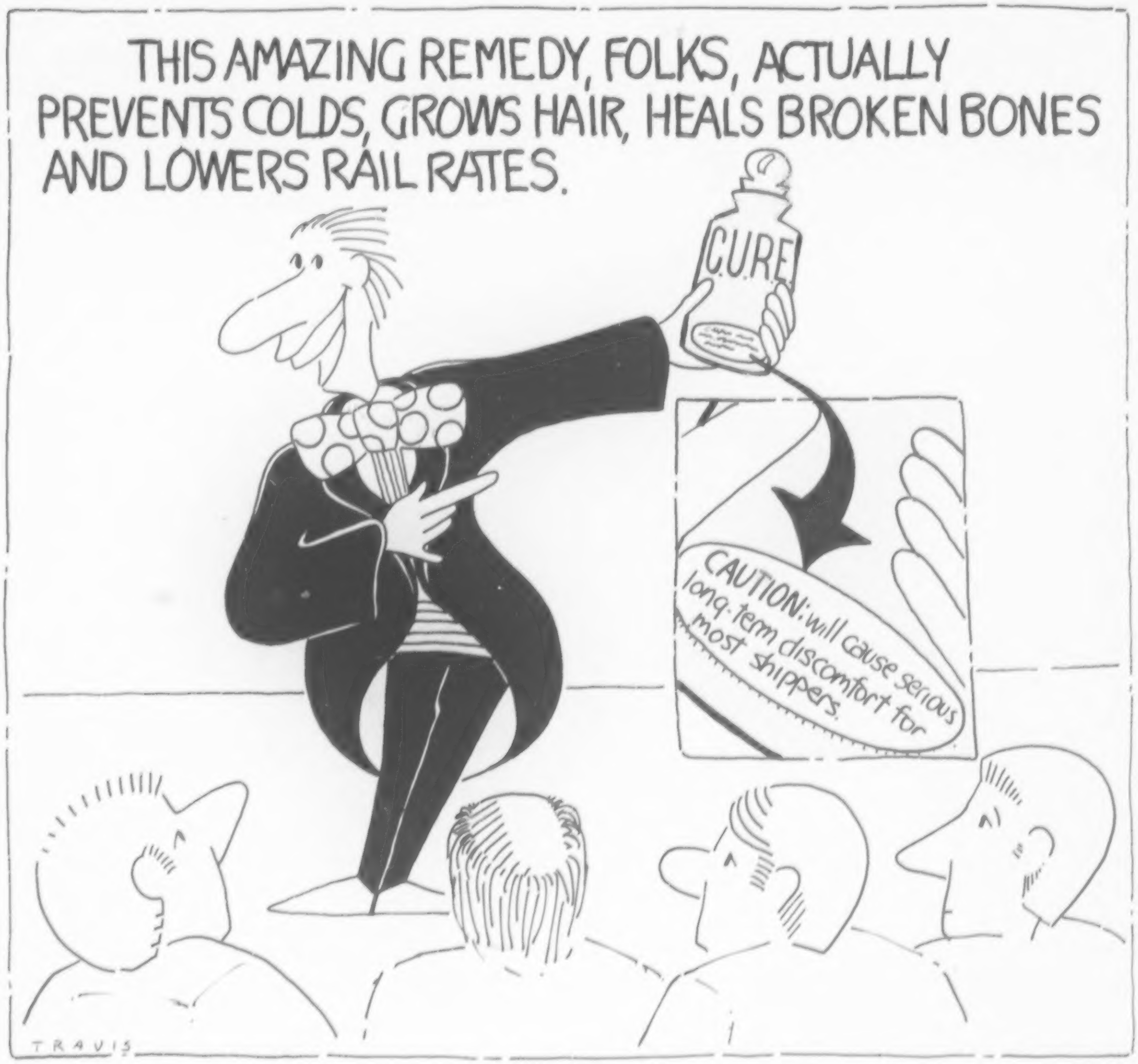
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C.U.R.E.
CAUTION: will cause serious long-term discomfort for most shippers.
TRAVIS

If you thought snake oil salesmen were a thing of the past, listen again to a group called Consumers United for Rail Equity (C.U.R.E.).

C.U.R.E. claims it has just the remedy for those who ship by rail. What they don't tell you is that the stuff they're hawking does more harm than good.

C.U.R.E.—a curious name for an organization funded primarily by the coal and utility industries— proposes extensive new regulation of railroads through legislative "reform" of the Staggers Rail Act of 1980. That's the same Act that rescued freight railroads from a century of over-regulation in the first place. And while C.U.R.E.'s proposals would lower rail coal rates for its principal supporters, they'd clearly leave everyone else paying the freight—in terms of declining service; higher rates; and, ultimately, through the loss of rail service altogether.

It's no surprise that C.U.R.E.'s pitch also ignores the fact that the majority of shippers—87 percent of those recently surveyed—feel pretty good about the effects of partial deregulation and don't want to see the Staggers Act changed.

When you think about it, C.U.R.E.'s pitchmen have turned it all around. Reregulation isn't the remedy; it's the disease. In fact, not only did the Staggers Act help remove the railroad industry from the critical list, it also helped the industry become strong enough to offer rate reductions in recent years, including two years of consecutive rate cuts for C.U.R.E.'s principal supporters.

Still, C.U.R.E. is pressing for further rate cuts and new regulations that could be the prescription for the demise of rail service in this country once and for all.

If you're a journalist covering this story, you'll find that the facts support the argument that a good dose of free markets is far healthier for the railroads and their customers than C.U.R.E.'s snake oil.

To get facts, write Rail Remedy, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 712. Or if you're up against a deadline, call (202) 639-2555.

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AMERICAN RAILROADS

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Global Readership

The United States and Canada lag behind many other countries in daily newspaper circulation per capita

BY MARION LEWENSTEIN

Jim Press

Heavily used public transportation seems to increase circulation in Japan and other countries.

Despite wealth, high literacy and modern production technology, the United States ranks only 19th in daily per-capita newspaper circulation in the world.

Japan is number one. Both East and West Germany rank substantially higher than the United States. So do the United Kingdom, the Scandinavian countries, Singapore, Monaco, Iceland, the Soviet Union, Czechoslovakia, Australia, New Zealand and several others.

But Canada, France, Italy, Spain and Belgium, and most countries in Africa, Asia, and the Middle East, rank behind the United States.

Why? How are these rankings procured, and what factors go into making one nation's citizens newspaper readers and another one's rather indifferent to a daily press?

The United Nations Educational, Scientific and Cultural Organization keeps count of each country's publications by various categories, including daily general-interest newspapers. ("Daily" is defined as a paper published at least four times per week.) Also provided in UNESCO's annual *Statistical Yearbook* are the number of daily papers in each country, total circulation and circulation per 1,000 inhabitants. UNESCO's statistics are the generally accepted norm for comparing circulation, even though newspaper associations in some countries provide slightly different figures.

The 1986 *Yearbook* shows that U.S. daily newspaper circulation per 1,000 inhabitants stood at 268 in 1984, the latest year for which figures were available. (See table.) The book reported that there were 1,687 U.S. dailies in 1984—one fewer than counted by *Editor & Publisher YearBook* for that year.

Japan, with 125 dailies, had the highest ratio—562 copies per 1,000 people.

UNESCO data are intended to represent average daily number of copies sold by single copy and subscription, plus the number of free copies regularly distributed.

REASONS FOR READERSHIP. Among the most common factors appearing to boost newspaper circulation are high literacy, comfortable per-capita income relatively evenly distributed among households, population homogeneity, keen interest in world affairs, a good educational system, a heavily used public transportation system, and effective newspaper distribution techniques.

Some of these factors play more of a role in certain countries than in others.

Scandinavian nations, New Zealand and Japan, for instance, have homogeneous populations and high per-capita circulation. So did the United Kingdom, but recent immigration of new ethnic groups are an important reason for recent declines in circulation there.

And yet, Switzerland and Singapore, with multi-language populations, have high newspaper circulations per capita. Switzerland's newspapers reflect three cultural and language groups: German, 65 percent of the population; French, 18 percent; and Italian, 12 percent. Singapore has four official languages and many ethnic dialects with newspapers in each, though English- and Chinese-language papers dominate.

Population density also seems to have an impact on circulation figures in some countries. For example, in Japan and England, both with high circulation per capita, the population density also is high—317 inhabitants per square kilometer in Japan and 230 in England. Similarly, in the relatively low-circulation countries of the United States and Canada the population density is 25 and three, respectively.

But population density, like homogeneity, is not an absolute test. There is high circulation in Norway with 13 inhabitants per square kilometer, Sweden with 19, and Australia and Iceland with only two. On the

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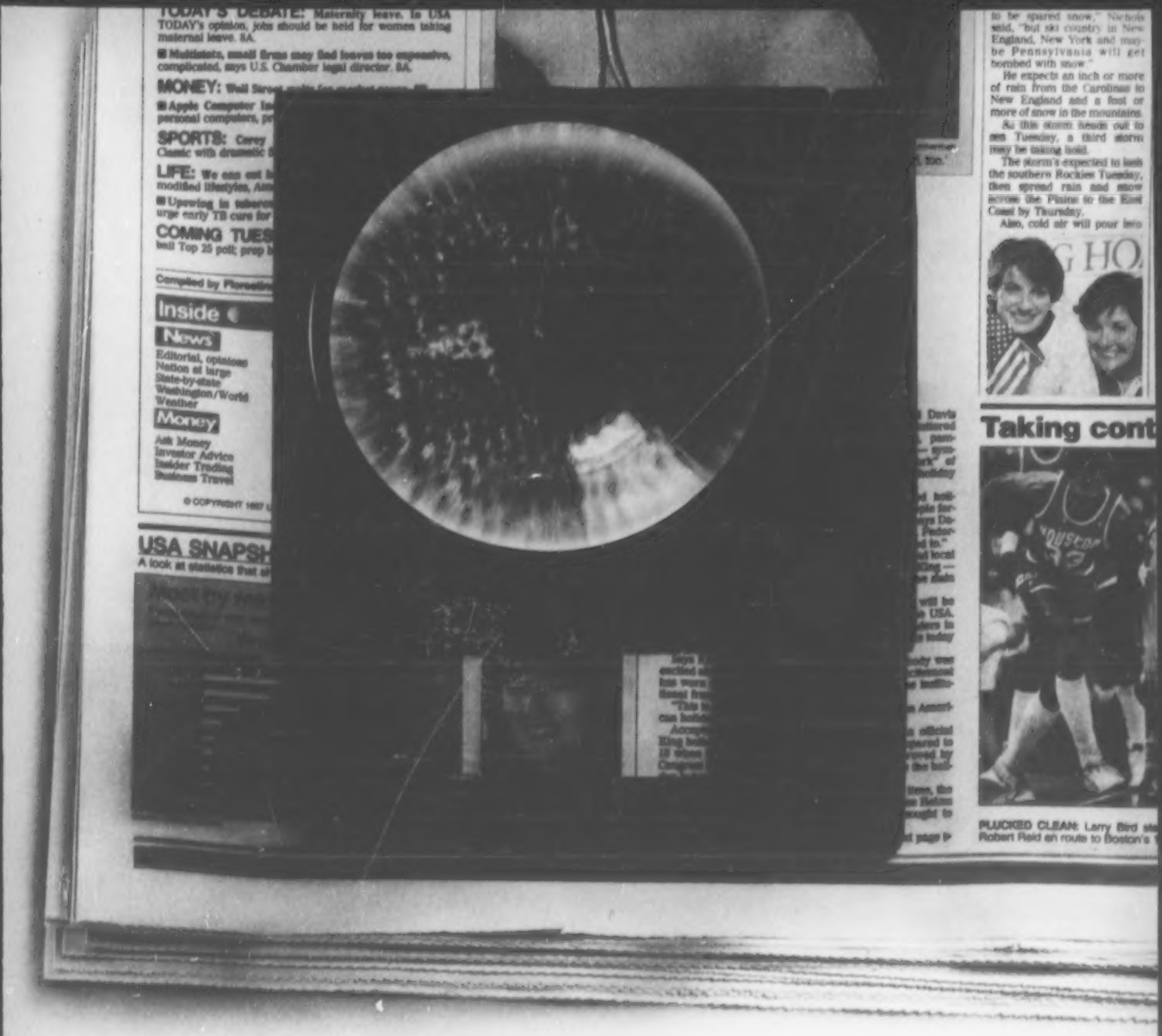
Lewenstein is professor of communication at Stanford University, Stanford, Calif., and a freelance writer. Simone Ross, a communications undergraduate student at Stanford, provided some research assistance for this article.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Key Facts About Newspaper Circulation by Country[1]

Country	Number of dailies	Total circulation (in thousands)	Circulation per 1,000 people
Japan	125	57,380	562
East Germany	39	9,199	550
Liechtenstein	2	15	536
Finland	67	2,599	535
Sweden	99	4,340	521
Norway	82	2,071	501
Soviet Union	724	116,096	422
Iceland	4	113	469
United Kingdom	108	23,206	414
Monaco	2	11	408
West Germany[2]	359	25,103	408
Switzerland	90	2,494	392
Denmark	47	1,837	359
Australia[3]	63	4,851	335
New Zealand[2]	31	1,025	325
Netherlands	84	4,474	310
Czechoslovakia	27	4,609	298
Singapore	10	700	277
United States	1,687	63,263	268
Kuwait[2]	7	391	250
Hungary[2]	27	2,665	249
Belgium[2]	26	2,204	224
Canada	112	5,544	220
France	101	11,598	212
Fiji[2]	3	67	102
Italy[2]	79	4,632	82
Spain[2]	104	2,978	79

[1] 1984 data, except where noted otherwise

[2] 1982 data

[3] 1979 data

Source: UNESCO *Statistical Yearbook*

other hand, despite densities of 90 and 190 per square kilometer, France and Italy have daily circulation per 1,000 people of only 212 and 82, respectively.

Good distribution systems appear to help in countries with circulation ratios that are above those of the United States or Canada. In Sweden, the government subsidizes collaborative distributors who deliver several papers even in sparsely settled rural areas. Most newspapers are delivered by adults using cars or trucks.

Airplanes are used in Norway to reach remote areas.

And with their unequalled circulation per capita, Japanese publishers credit some 50,000 independent news agencies that aggressively solicit and deliver daily papers. Adults solicit new subscriptions in Japan, while papers are delivered mostly by youths.

In some instances, providing readers with diverse newspaper options seems to stimulate daily circulation. The mix may contain national and local papers, partisan papers, "popular" (generally meaning sensationalistic tabloids), and elite newspapers.

Gunnar Sand, a Norwegian journalist who has studied U.S. and Scandinavian newspapers, attributes recent 2-percent annual growth in Norway's circulation (despite stable population) to the increasing choice readers have available to them. "Whatever the reader wants, he can find," Sand says. "That means he often buys two papers—a local and national, or a party paper and another one, or a serious paper and a popular one."

Newspapers in most Scandinavian countries are partially subsidized by governments with policies designed to keep "many voices" alive.

In France, where newspapers receive limited, indirect subsidies, diversity of another sort is helping to increase slightly circulation in national newspapers, according to Diane Seligsohn of the Paris-based International Federation of Newspaper Publishers. She says the latest annual study of the French press shows some gains at national papers that stem from new weekend supplements and weekday special interest sections.

CIRCULATION INHIBITORS. While national papers have grown and regional ones have held their own, France has seen a decline in "popular" dailies that have been unable to compete successfully with specialized magazines and television, Seligsohn says. Newspapers in Italy, she adds, traditionally have been aimed at the "elites," and specialized magazines long ago grabbed the "popular" market.

Factors affecting circulation include literacy, income, population homogeneity and education.

Similarly, specialized magazine growth has hurt newspapers in the United Kingdom, according to Janet Mayhew, research director of the Institute of the Practitioners in Advertising—the U.K. equivalent of the Newspaper Advertising Bureau in the United States. More than television, she says, magazines have segmented the market and intruded upon newspaper circulation.

Growth of free weekly shoppers has also cut into local daily circulation, Mayhew reports. These free publications often contain "proper newspaper editorial content," she says, and they have lured substantial advertising revenues from paid newspapers.

Publishers in the United States and France often blame TV watching for cutting into readership. The United States has 793 sets per 1,000 inhabitants. France has 375 per 1,000, about average for most countries in this survey. In many other countries, however, there seems to be little correlation between television-set penetration and newspaper circulation. Japan, with the second-highest TV penetration, 563 sets per 1,000 people, doesn't seem to find viewing a deterrent to reading, despite full entertainment programming and frequent newscasts.

JAPANESE SUCCESS. Hyde Sakata, the American representative of the Japan Newspaper Publishers and Editors Association, says a recent survey showed that most Japanese consider newspapers their most reliable source of news. He mainly credits this for Japan's high circulation rates.

But Sakata also says Japanese newspapers efficiently promote their product. One national paper regularly gives new subscribers tickets to baseball games.

In addition, Sakata notes that newspapers get a boost by the heavy emphasis secondary schools place on reading them.

Literacy rates for the first 19 countries listed in the table are uniformly high, averaging well over 95 percent, but as one American anthropologist remarks, "In Japan, they're *really* literate." Scandinavian countries also have an advanced educational system, plus a more even distribution of income than is true in the United States.

Regardless of a country's income stratum, however, newspapers have experienced a common pattern. As their costs have climbed, and as circulation prices have been increased accordingly, circulation has faltered. □

Why do they have to show things like this in the newspaper?

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Yes, this is a grisly picture.

But in a glance, readers understood the enormity of what happened to the White City. No amount of words could equal this image and those that came with it.

It began on November 14, 1985.

Colombia's long-dormant Nevada del Ruiz volcano erupted. Photographers Carol Guzy and Michel duCille of Knight-Ridder's Miami Herald were dispatched to the Colombian town of Armero.

It was known as the White City because of its extensive cotton and rice crops. Now a brown tidal wave of mud, ash, melted snow and rocks had cascaded down the slopes.

Armero was no more.

To get to the scene, Guzy and duCille, along with two Miami Herald reporters, rode for five hours over twisting, fog-covered roads. Then, when the roads ended, they faced a five-mile walk. As they approached Armero, the mud was hip-deep.

Carnage and corpses surrounded them. Throughout the area, the roar of the eruption had been replaced by the quiet of dying.

Only 20 percent of the town's 28,000 inhabitants had survived.

Guzy and duCille sent back gut-wrenching pictures. They knew they'd be painful to print. But from a human perspective, they'd captured the truest pictures of the trauma and the tragedy of Armero. DuCille recalls, "I was shooting close-up shots of a dead baby, and all the time thinking, 'My God, this could be my son.' They were about the same age."

The Herald's pictures and stories about the devastation in Armero created an immediate, compassionate reaction in South Florida. Thousands of Herald readers brought food, clothing and medical supplies to local fire stations. Eventually, twelve truckloads of relief supplies were sent to Colombia.

Carol Guzy and Michel duCille won the 1986 Pulitzer Prize for Spot News Photography.

The Miami Herald had sent two reporters and two photographers 1,500 miles to get the story. A chartered jet had to be used to get the pictures back to Miami before deadline. In all, it was a herculean feat.

By comparison, no other news organization's coverage came close to the Herald's.

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The Eyes Have It

Another readership research tool is introduced

BY GENE GOLTZ
presstime staff writer

The Gallup Organization is beginning to use a newspaper-readership research tool that could add a new dimension to the term. It's an "eye-tracking" technique that uses videotape cameras to record the time readers spend with each item in the newspaper. And although some editors and researchers find it "fascinating," others are reserving judgment.

Eye-tracking equipment has been used for years in advertising and marketing research, but the new equipment makes it possible for subjects to be tested in a more natural setting than ever before. That is, the individual is able to hold a newspaper in his or her hands and move the head and arms naturally—motions that have not been possible with previous eye-tracking equipment.

The technique is seen as a supplement to traditional research that involves personal interviews and written questionnaires. But, because it involves hooking up one person at a time to the videotape mechanism, the research is far more expensive per research subject than other methods.

Gallup calls it Eye-Trac Research. The project is a joint effort of Gallup and Applied Science Group Inc. of Waltham, Mass.

The method, which was tested at the Gallup laboratory in Princeton, N.J., involves placing two miniature, lightweight videotape cameras on a subject's head. One camera focuses on the eyes, the other on the printed page of whatever material the subject is holding. The equipment creates a videotape showing the precise jerks and pauses of the eyes and the exact spot on the page where the eyes are focused at a given time.

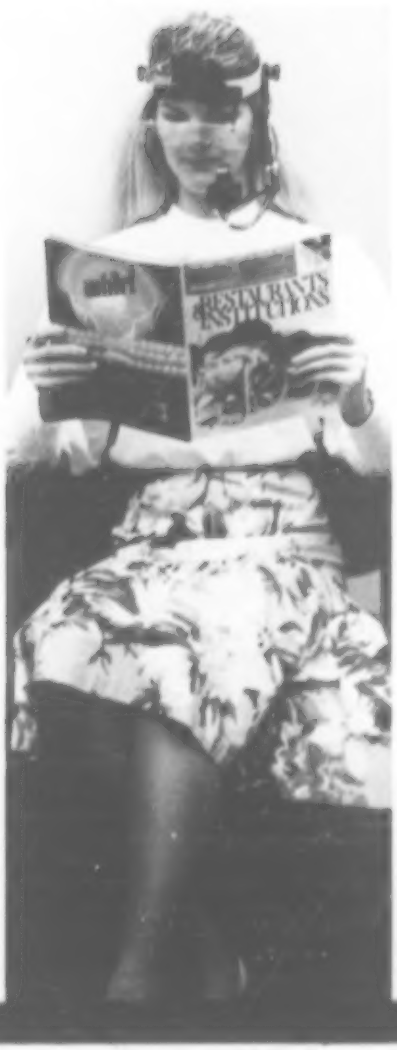
Gallup executives will not discuss specific contracts with newspapers. However, Sharon H. Polansky, a senior research director who is heading the project, says a study using the eye-tracking gear is scheduled to start this month at a major metropolitan newspaper. Several other contracts are being written with other newspapers for similar research projects, Polansky says.

When the technique was tried out a year ago at The Trenton Times, the results were "absolutely fascinating," says Linda Grist Cunningham, executive editor.

"This research confirms a lot of things we already knew and turns other things absolutely topsy-turvy," says Cunningham. "It's been so fascinating I hardly know where to start."

The Trenton experiment was conducted with 43 volunteer readers who were regular subscribers. Some of the things Times executives found out from the Gallup survey:

- The most popular feature was the Times' "People Poll," a daily feature in which six people are asked a question on various topics in the news. The research showed that 66 percent of those tested read the poll.



Equipment weighs less than a pound.

- There was a "very, very high percentage of headline scanning." The readership of the stories dropped off to 30 to 50 percent if the headline didn't seem to promise an interesting story.
- Practically every one of the readers tested made the "jumps" from front-page stories that were continued elsewhere in the paper. Some read all of the front-page portions first and then turned to the jumps; others read a complete story—front-page portion and the jump—then returned to Page 1 and repeated that pattern.
- Hardly anyone read the paper's index. Cunningham points out that the experiment involved regular, faithful Times readers, so probably they did not need an index as much as casual readers might.
- Only 3 percent looked at the serial comics "Judge Parker," "Apartment 3-G" and "The Phantom." Cunningham notes, however, that previous surveys have shown that readers of such comics are devoted to them. Therefore, she will not drop the comics based on the finding.

The research also showed that the readers liked photographs—the more faces in the photo, says Cunningham, the more time readers spent looking at it—and they liked process color.

"The Gallup Organization, in telling us about it (the test results), said it was very, very clear that our readers felt comfortable with the design of the paper," she says.

HOW IT BEGAN. Although eye-tracking dates back several decades, researchers say the technique now becoming available makes the old ones obsolete.

Descriptions of the old procedures sound a bit like "how to" directions for medieval torture devices.

Researchers used to put readers' heads in a vise and then attempt to determine where the eye moved on a page.

But subjects with their heads in a vise or otherwise immobilized could not easily hold newspapers in their hands. Researchers tried to solve this problem by flashing a facsimile of a newspaper ad or page on a screen and then observing on which part of the screen the eyes focused.

According to B. Stuart Tolley, research director of the Newspaper Advertising Bureau, another device previously used was a "bite bar," which the subject would bite so as to stabilize his or her head while reading.

Tolley says that in the 1960s, researchers tried yet another device, one that measured pupil size. The subject placed his or her head in a black box and read the test material through an opening in one end while a camera measured the size of the pupil. A topic of great interest to the reader would cause the pupil to enlarge, and a duller topic resulted in a smaller pupil.

The new device used in the Gallup technique was invented by Applied Science Laboratories under the direction of Joshua D. Borah, vice president/engineering. It is a dual camera attached to a headband that has a transparent visor attached. The company's promotional literature says the device weighs "less than a pound."

One camera takes moving pictures of the cornea of the eye. The other camera records simultaneously the part of the newspaper the subject is reading. The device allows a subject to shift around at leisure and to move the newspaper, fold it or turn pages at will. Under its contract with Applied Science, Gallup has exclusive rights to the equipment.

One camera focuses on the eyes, the other on the printed page of whatever the subject is holding.

"It's an interesting idea," Tolley says. "It results in data arrived at differently from survey data. I'm all for data under any circumstances, and if you can check it against other data for verification, I don't know what the limits are."

If the technique is pursued through more and more applications, he says, new things may be learned. But he cautions against speculating at this time on what the practical applications are for publishers and editors.

Gallup's Polansky agrees that it will take more time to see how the eye-tracking cameras can be put to best use. "I think we are at the point where this particular tool can be tremendously valuable," she says. "The way we have been packaging newspapers has really alienated some readers. What we can do is find out new questions that can ultimately be used in survey research. This is basically a new tool to be used in the context of many other research techniques."

She has been invited to give a demonstration of research techniques Oct. 20 at the annual fall meeting of the Newspaper Research Council in Keystone, Colo. She says she will demonstrate the Gallup eyetracking technique and is experimenting on combining it with "verbal protocol analysis." In protocol analysis, the subject is asked to comment as he or she reads.

Polansky says editors have long been imagining what readers wanted. With the new equipment, she says, they will be able to find out. "This is a whole lot different from asking what people read. Now we can watch them do it." ☐

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ENERGY MANAGEMENT IN VOGUE

Newspapers, motivated by profit margins rather than a global crisis, are finding ways to reduce energy consumption

BY ROSALIND C. TRUITT
presstime technical writer

No one links the words "energy" and "crisis" much these days, although analysts say rising consumption is likely to cause shortages in the not-too-distant future. And there is considerable nervousness about growing tensions in the energy-rich Persian Gulf region.

Regardless of whether an energy crisis again commands front-page headlines as it did in the 1970s, newspapers are working to save energy, because to do so means savings today and preparation for the future.

"Newspapers are large users of electricity, and when energy is conserved, that move goes right to your bottom line," says Mike Luciano, manager/Newspaper Division of Lockwood Greene Engineers Inc., a Spartanburg, S.C., firm that designs newspaper plants. "We emphasize that when we sit down and discuss a new project."

Examples of energy savings include:

- The Gainesville (Fla.) Sun has saved a minimum of $2,000 a month in utility bills since installing a $30,000 Johnson Controls energy-management system about a year and a half ago. The system regulates air-conditioning and reduces peak-load demand. Bills that formerly averaged $29,000 to $30,000 are now in the $23,000-$25,000 range, says Production Director Vernon G. Bean.

The Orlando Sentinel's Hall (left) changes fluorescent tubes, assisted by other energy committee members Ralph Kruger, Karen Barr, Loren Morse and Ralph Allen.

David Cotton, The Orlando Sentinel

- The Fort Lauderdale News and Sun-Sentinel, which spent more than $1 million annually for utility bills, saved more than $100,000 in energy costs in 1984. That was the first year the newspapers' $72,000 energy-management system manufactured by Seaboard Energy Systems was in use, says Building Manager Fred W. Hubbard. "That's why energy-management equipment has been so popular."

A **presstime** survey that covered those two newspaper operations and 10 others indicates that such energy-management systems are the most popular choice for papers seeking to gain more control over energy expenditures.

In their application, these practical systems far surpass some of the more exotic forms of energy conservation, including equipment to harness the power of the sun and the wind, installed by a few papers in the late 1970s and early '80s [**presstime**, Oct. 1982, p. 40].

Continuing that innovative spirit, a handful of newspapers including The New York Times currently are heating and cooling their own facilities with energy recovered from incineration systems that burn ink and other waste.

The Asbury Park (N.J.) Press and a small number of other papers use "cogeneration" systems that can heat and cool facilities with energy thrown off and captured from operating machinery. And in some cases, energy conservation involves no more than having one or two people remind colleagues to turn off the lights.

No matter how newspapers conserve, cost savings can be significant because newspapers are major energy consumers.

Gasoline, diesel fuel or propane gas is needed to operate fleets of trucks and cars [**presstime**, Aug. 1986, p. 16], and natural gas—or, less commonly, fuel oil—is needed for heating.

But electricity is newspapers' primary concern. Executives of several papers say they spend considerably more on electricity to cool their buildings than they do on gas or oil for heating. Add that to the growing amount of newspaper production equipment requiring heavy doses of electricity for operation and it becomes clear why energy costs are a significant line item for newspapers.

For example, the controller of the Lincoln (Neb.) Journal and The Lincoln Star, *The activities at newspapers suggest that while the term "energy crisis" is not part of the contemporary vocabulary, "energy conscious" and "energy conservation" are.*

Gary Powell, projects gas and electric bills of just over 1 percent of total expenses for the newspaper's 1987-88 fiscal year, which begins Oct. 1.

"That may not seem like a lot, but we try to monitor and control costs wherever we can, particularly with newsprint prices going up. Any money you can save represents dollars diverted to the bottom line," says Powell.

Energy management can contribute to profitability because the equipment can pay for itself in as little as a year or two.

The Times in San Mateo, Calif., has used a sensor-based, load-management system for about five years. Arthur A. Bouthillier, property manager, says the Comm-Air Inc. system paid for itself within a year.

According to Tom Cox, production director of The New York Times, the incinerator and energy-management system at its Carlstadt, N.J., plant cost nearly $2 million and paid for themselves in about three and a half years.

The cost of the highly popular energy-management systems varies a great deal, based in part on the number of sensors used to keep track of air temperatures and then relay information that dictates an increase or decrease in warm or cool air. The least elaborate systems run about $15,000, while a very sophisticated one can top $500,000.

George I. Fischer, vice president of Seaboard Energy Systems, a Virginia Beach firm that specializes in energy systems for newspapers, says that in some cases newspapers are now looking at second-generation energy-management systems to replace earlier versions installed a decade or so ago.

"There are very few things you can do to cut costs that don't impact on productivity," he says. "Energy management is one of those things."

SCALING THE PEAK. The term "energy-management systems" covers a variety of computerized equipment and procedures that can do a number of tasks, such as restricting peak demand for electricity, monitoring temperatures, and reducing kilowatt hour consumption by chillers, boilers and other heavy equipment.

In many states, electric bills are computed based on when the greatest amount of electricity was used. Any surge in power use—for example, at the time the press is started—can mean paying substantially more for all the electricity used.

For that reason, "load shedding" equipment was devised. At the time the press is started up, the equipment reduces the amount of energy consumed in other areas of the plant, thereby keeping overall consumption levels from rising significantly.

Shedding schedules based on load requirements for various hours of the day, days of the week or even holidays can be programmed.

Fischer notes that an option to shedding would be to slow down the press, but "no one wants to do that" because of deadlines. He believes it makes more sense to keep the press running at regular speed and allow the building to "get a bit warmer" by cutting back on power in other parts of the plant.

The Lincoln newspapers are using load shedding to great advantage, Production Manager David Brolhorst says. Monitoring peak demands has helped keep the newspapers' electrical bills to an average of $12,000-$14,000 a month, down 10 to 15 percent from their former bills.

Monitoring room temperatures is another way to control energy consumption. With energy-management systems that do this, electronic sensors turn fans off and on, or regulate the amount of chilled water the system is using to produce cool air [**presstime**, Feb. 1986, p. 11].

Seaboard Energy Systems, for example, has a microprocessor-controlled system connected to sensors that monitor air volume and temperature and adjust the temperature of water for the chiller or boiler. Heating and cooling coils are shut down as demand decreases, and energy is directed where it is needed elsewhere.

Although the benefits of a good energy-management system are obvious, every newspaper operation is different and the right equipment takes prudent study, newspaper executives say.

Bill Hall, facility manager for The Orlando Sentinel, says his paper is looking for an energy-management system but doesn't plan to rush into a decision.

The Sentinel takes a team approach to its conservation progam. A five-member committee, consisting of Hall and other technical and engineering personnel, meets monthly to look over the newspaper's utility bills, which last year totaled $1.3 million. That was primarily for electricity to operate the air conditioning, presses and other heavy equipment. The committee analyzes electric consumption and conducts studies to determine the cost of energy per square foot of space in the plant.

The local electric company also conducted an energy audit of the plant, at no charge to the newspaper, and made conservation suggestions. The newspaper has followed some of the suggestions, including hanging air curtains across loading docks doors to keep air conditioning from escaping the eight-year-old production building.

In addition, hot water has been eliminated in some restrooms in the 103,000-square-foot facility, which Hall says has led to a few employee complaints but nothing major.

Some of the roofing tiles regarded as heat absorbent have been replaced with heat-reflectant ones in the paper's 20-year-old

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corporate office building.

Now that the Sentinel is studying which comprehensive energy-management system best suits its needs, representatives of the newspaper plan to visit sites where different systems are working.

The Fort Lauderdale papers also took other energy-savings steps before turning to an energy-management system. Windows were caulked and insulation added. A campaign to convince workers to turn off lights was conducted, and walls were erected to prevent "leaking" air.

Then the newspapers purchased their Seaboard system. Hubbard says it smooths out the power requirements of the air-conditioning, which in climates such as Fort Lauderdale's must be used throughout the year.

Temperature extremes at both ends of the thermometer are an annual occurrence in Fargo, N.D., so the energy-consumption situation there is quite different. Harold Schmunk, production director of The Forum, says the range can be from humid, 100-degree days in the summer to 30 below zero Fahrenheit in the winter.

Heat pumps help regulate the temperatures, Schmunk says, but cooling and heating a building in times of such extremes, coupled with energy generated by press starts, adds up to peak loads that are a problem.

For that reason the newspaper is considering the purchase of an energy management system.

Also considering such a purchase are The News & Observer and The Raleigh (N.C.) Times. The newspapers used an energy-management system that worked well in the late 1970s and early '80s, says Allen O. Sanders, machine shop foreman. When the plant was remodeled, the system was removed and not replaced. Sanders explains that the newspapers simply did not get around to selecting a new system; only now is the selection process under way.

In the meantime, the newspapers have adopted such practices as switching from 50-horsepower AC motors to DC motors, because AC motors generate more heat and require more air conditioning in the summer months.

LIGHTS OUT. Now that cooling and heating are being brought under the control of energy-management systems, many newspapers are moving to reduce lighting costs.

The San Mateo daily is one paper that is beginning to gather information about alternatives to its current lighting system, in which switches control banks of lights rather than individual fixtures. Property Manager Bouthillier notes that this arrangement is a waste of energy and money; lights cannot be isolated so that fewer are in use when only a few people are working.

In Orlando, Hall says the Sentinel also is experimenting with various ways of reducing lighting costs. For instance, by placing reflectors in fluorescent fixtures, the newspaper has cut the number of tubes used in each from four to two while reducing lighting levels only about 15 percent.

In most areas of the Sentinel's plant, the changes have been made with no noticeable effect, he says, but in some conference rooms, staff members have reported increased glare from the reflectors.

Hall says he is looking at a system that uses a different kind of reflector that reduces glare.

All in all, the activities at newspapers suggest that while the term "energy crisis" is not part of the contemporary vocabulary, "energy conscious" and "energy conservation" are. ☐

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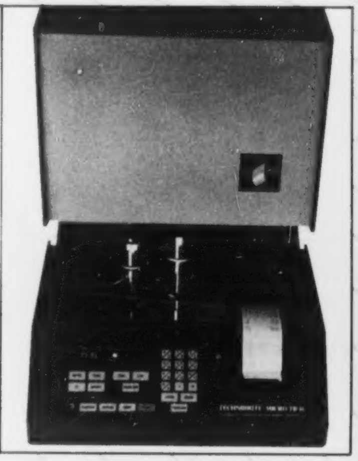

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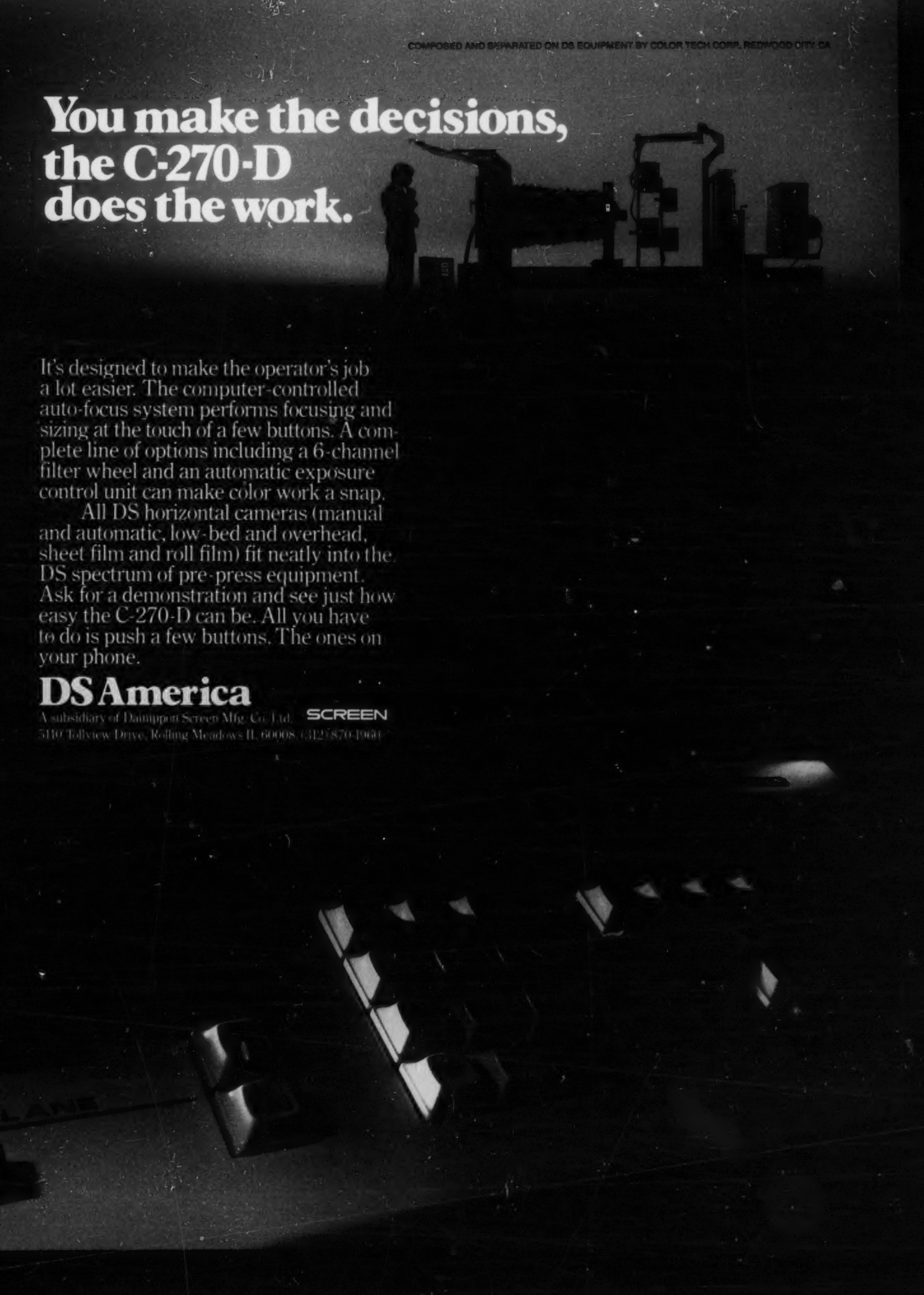

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Constitution's Secret Drafting Did Not Faze the Press

BY DAVID PEASE

It is widely known that the Constitutional Convention met in secret and that delegates kept a tight lid on information until adjournment 200 years ago this month.

What is not so well-known is the fact that while the convention was in session, many newspapers published letters from citizens who had visions of how the new nation and its government could develop. In addition, after the convention ended, newspapers printed the text of the Constitution plus a stream of letters for or against ratification by the states.

Nearly 50 newspapers were being published in 1787. Most were weeklies; some were tri- and semi-weeklies; only a handful were dailies.

It may seem strange that their "printers"—the 18th century equivalent of publishers—did not push for on-the-scene reporting of the convention's deliberations. The rights of the press were not well-defined in that era, and it was not unusual for the press to be excluded from major functions.

A study of newspapers published from May through September 1787 found that "the right to detailed reports on the Convention was something of which [printers] hardly dreamed, much less demanded. . . ." The study was conducted by journalism historian Victor Rosewater and published in Journalism Quarterly in 1937—the 150th anniversary of the convention.

The notion to meet in secret was not universally shared. Notably, Thomas Jefferson, who was then ambassador to France, argued from afar against excluding the press.

In the end, however, the decision was made to close the Pennsylvania State House in Philadelphia to all except delegates. A major reason was that principal delegates such as James Madison planned a radical departure from the country's charter of government, the Articles of Confederation, instead of only a revision as had been planned. In a closed forum, they believed, delegates would be more inclined to speak their mind.

The emphasis on secrecy can be illustrated by an incident during the convention. According to one delegate who took notes for posterity, presiding officer George Washington at one point offered this admonition: "Gentlemen, I am sorry to find that one member of this body has been so neglectful of the secrets of the convention as to drop in the State House a copy of their proceedings. . . . I must entreat the gentlemen to be more careful. . . ."

The secrecy factor was a topic for discussion in the newspapers, too. On June 2, 1787, the Pennsylvania Herald and General Advertiser of Philadelphia wrote: "Such circumspection and secrecy mark the proceedings of the federal convention that the members find it difficult to acquire the habit of communication even among themselves . . . and the anxiety of the people must be necessarily increased by every appearance of mystery in conducting this important business."

While waiting for the convention to end, newspapers also published letters from citizens about the momentous meeting and about the status of the country six years after Britain's Lord Cornwallis surrendered at Yorktown. Written by people using names such as "A Connecticut Farmer" or "Observer V," the letters reflected problems of the day and, in some cases, the hope that solutions were being found at the convention.

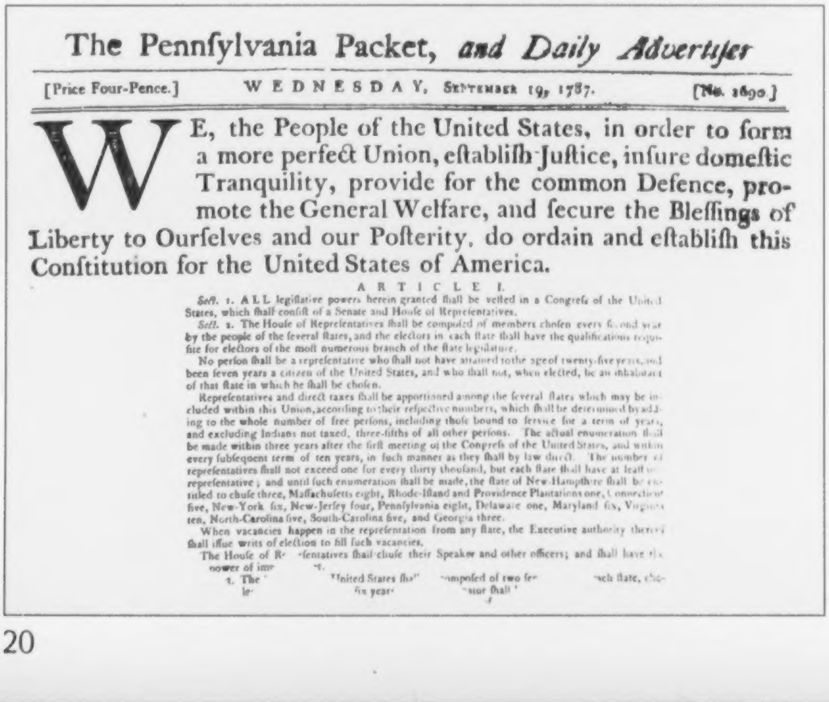
After the convention adjourned on Sept. 18, 1787, the text of the Constitution was reprinted in nearly all papers. The first to do so—on Sept. 19—was the Pennsylvania Packet and Daily Advertiser of Philadelphia [**presstime**, July 1987, p. 88].

This reprinting marked the first time that political news dominated space in American newspapers. Until then, the printed news concerned mostly mercantile and civic matters.

In the months that followed the convention, the newspapers were very active. Anonymous letters poured in commenting on the trade imbalance and lingering British occupancy of certain U.S. territory as well as expressing the optimistic view that America's new government would fix past shortcomings.

For example, "A True American" wrote

Pease, a Duke University senior, was a summer intern at **presstime**.



The Pennſylvania Packet, *and Daily Advertiſer*

[Price Four-Pence.] WEDNESDAY, September 19, 1787. [No. 2690.]

WE, the People of the United States, in order to form a more perfect Union, eſtabliſh Juſtice, inſure domeſtic Tranquility, provide for the common Defence, promote the General Welfare, and ſecure the Bleſſings of Liberty to Ourſelves and our Poſterity, do ordain and eſtabliſh this Conſtitution for the United States of America.

ARTICLE I.

Sect. 1. ALL legiſlative powers herein granted ſhall be veſted in a Congreſs of the United States, which ſhall conſiſt of a Senate and Houſe of Repreſentatives.

Sect. 2. The Houſe of Repreſentatives ſhall be compoſed of members choſen every ſecond year by the people of the ſeveral ſtates, and the electors in each ſtate ſhall have the qualifications requiſite for electors of the moſt numerous branch of the ſtate legiſlature.

No perſon ſhall be a repreſentative who ſhall not have attained to the age of twenty-five years, and been ſeven years a citizen of the United States, and who ſhall not, when elected, be an inhabitant of that ſtate in which he ſhall be choſen.

Repreſentatives and direct taxes ſhall be apportioned among the ſeveral ſtates which may be included within this Union, according to their reſpective numbers, which ſhall be determined by adding to the whole number of free perſons, including thoſe bound to ſervice for a term of years, and excluding Indians not taxed, three-fifths of all other perſons. The actual enumeration ſhall be made within three years after the firſt meeting of the Congreſs of the United States, and within every ſubſequent term of ten years, in ſuch manner as they ſhall by law direct. The number of repreſentatives ſhall not exceed one for every thirty thouſand, but each ſtate ſhall have at leaſt one repreſentative; and until ſuch enumeration ſhall be made, the ſtate of New-Hampſhire ſhall be entitled to chuſe three, Maſſachuſetts eight, Rhode-Iſland and Providence Plantations one, Connecticut five, New-York ſix, New-Jerſey four, Pennſylvania eight, Delaware one, Maryland ſix, Virginia ten, North-Carolina five, South-Carolina five, and Georgia three.

When vacancies happen in the repreſentation from any ſtate, the Executive authority thereof ſhall iſſue writs of election to fill ſuch vacancies.

The Houſe of R ſentatives ſhall chuſe their Speaker and other officers; and ſhall have the power of im in The Massachusetts Centinel of Boston on Sept. 29, 1787: "Should the several states agree (and there appears but little doubt remaining that they will) to adopt the federal system, we shall at once be acknowledged our proper rank among the nations of the earth—our laws respecting trade will be such as will soon convince the British nation that unless she will consent to deal with us upon terms of reciprocal advantage, her vessels will not be admitted to our ports...."

Another letter published on Sept. 29 dealt with freedom of the press, which at that time was established only on the state level. Carried by the Independent Gazetteer of Philadelphia, it stated: "At the glorious period of our Independence, the newspapers were filled with publications against as well as for that salutary measure: and I am clearly of opinion, that the Liberty Of The Press—the great bulwark of all liberties of the people—ought never to be restrained (notwithstanding the honorable Convention did not think fit to make the least declaration in its favor). . . ."

The most famous letters about the new Constitution were written by John Jay, John Hamilton and James Madison under the pen name "Publius." This series of 85 letters is known as *The Federalist*. They were written to help elect pro-Constitution delegates to the ratifying convention for New York state. The series of letters explained, in great detail, the entire Constitution.

Initially, the ratification effort failed in New York. However, the writings of "Publius" had a major impact on other states because newspapers widely reprinted them.

Newspapers also used cartoons to convey their messages because printed letters such as *The Federalist* were often thought to be above the language of the common man. The first cartoon to appear in a U.S. newspaper, the Pennsylvania Gazette of Philadelphia, gave readers a visual image that complemented letters supporting ratification: It showed a severed serpent, with each segment representing one of the 13 original states.

The ratification period also produced America's first cartoon series, the "Federal Edifice." As the states one by one ratified the document, the cartoon showed another column being erected in the building of the new country.

To assure ratification by Massachusetts, New Hampshire, New York, South Carolina and Virginia, the federalists drafted a Bill of Rights containing 10 amendments to the Constitution. The document was approved by Congress in 1789 and ratified by the states two years later. Among its many provisions were the First Amendment guarantees of freedom of religion, speech, press, assembly and petition. □

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What To Call TMC?

Newspapers giving birth to non-subscriber publications assign their offspring names that reflect purpose and coverage area

BY PAUL ADAMS

If a newspaper had an offspring, what would its name be?

That has been the question for many U.S. newspapers spawning ancillary papers to achieve total- or target-market coverage. While parent newspapers usually are bound by tradition to old and sometimes quaint names [**presstime**, July 1985, p. 18], TMC publications give editors a chance to coin a fresh nameplate for modern tastes.

TMC papers, though intended for non-subscribers, are highly identified with the parent newspapers, a recent survey conducted at Louisiana State University found. Some newspapers, like people, designate their TMC products "Junior" by adding "Plus" or "Extra" after their regular names.

Thus, in Newton, Iowa, the TMC product is the Daily News Plus. In Baltimore, it's the Sun Plus. The Times Republican of Marshalltown, Iowa, shortens the TMC name to TR Plus. "Extra" is added to the name of the Kentucky Post in Covington and The Herald in Sapulpa, Okla.

Just plain "Plus" gets the call for The Tribune-Democrat of Johnstown, Pa. But perhaps parlaying off newspaper lore is the solo name "Extra" in Fort Dodge, Iowa, Galesburg, Ill., Augusta, Ga., and Norfolk, Va.

Geography often offers the peg for a name. Some names encompass the area outside the city of publication, such as Mountain Guide for the TMC product of Salida, Colo., the Desert Advertiser of Indio, Calif.; or the Tri-State Free News of Middlesboro, Ky. The area narrows for the Mid-Valley News and Greensheet of Chico, Calif., and the Twin County Weekly News of Alamogordo, N.M. For larger papers such as the Charleston (W.Va.) Gazette, the TMC publication becomes Metro North or Metro West or Metro East. In contrast, for the Park Papers of St. Lawrence in Ogdensburg, N.Y., the new TMC name is Rural News.

Newspapers combine geography and goodwill to produce Neighbors in Kingsport, Tenn., and Good Neighbors in Richmond, Va. There is simply Hometown in Worcester, Mass.

Some newspapers take care of naming their offspring by looking at the calendar. Thus, there is the Weekly American in Poplar Bluff, Mo., the Star Weekend in Terre Haute, Ind., and Wednesday Plus in Quincy, Ill.

Also in the news-related genre are County Courier in Barre, Vt., Community Life in Del Rio, Texas, Currents in Vicksburg, Miss., The Review in Elwood, Ind., and the Weekly Sampler in Louisville.

For a closer look at entertainment and lifestyle issues, consider the Celebrity of Westchester Rockland Newspapers, White Plains, N.Y., and The Spotlight of Lansdale, Pa.

The news value of TMC publications is recognized in the Parker County News of Weatherford, Texas. And what could be better focused than The Localizer of Ellensburg, Wash.?

Most newspapers start TMC publications because of advertising needs, however. Thus, a Buyers Guide is distributed in Superior, Wis., Yankton, S.D., and Pleasanton, Calif., while Greenville, Mich., has The Buy Line. The Commercial News of Three Rivers, Mich., publishes a Penny Saver, The Union of Grass Valley, Calif., has a Dollar Saver, and the Belleville (Ill.) News-Democrat an UltraSaver. Non-subscribers to the Daily News in Ludington, Mich., get a Shopping Guide.

Other advertising-related names include TMC (The Merchants Choice) in Pauls Valley, Okla., The Merchants Advocate in Fort Pierce, Fla., and The ADvantage in New Castle, Pa.

Finally, some colorful names defy generic classification. They simply fit their markets. The Sunflower stands tall as an example for Pratt, Kan., Brightside reaches residents of West Palm Beach, Fla. And Interlude of Michigan City, Ind., perhaps signals a wait until the next newspaper offspring arrives. ☐

Adams is associate professor at the Louisiana State University School of Journalism, Baton Rouge.

THE
Herald
Iran - Contra hearings
Devastated City
TMC
Junior
Rescue squad needs funds
PACHECO

Assessing Hometown

Seattle Post-Intelligencer's Offley interviews Sgt. Joseph I. Herrera during an air-drop exercise at Fort Lewis, Wash.

Dave Ekren, Seattle Post-Intelligencer

Despite the defense buildup, coverage of local installations lacks uniform emphasis

BY JACK DORSEY

Susan Harlan

Twenty years ago when Archie McKay looked around the newsroom of the Valdosta (Ga.) Daily Times, most of the male reporters and editors there were veterans of military service. They were the products of national conscription, which ensured that almost every physically qualified male teenager knew what boot camp and basic training were all about.

But most of the people who have joined his news staff since 1973, when the draft was ended, lacked military service, says the paper's managing editor. "I can look around now, and the publisher and I are the only ones with military experience," he says.

Of those in the newsroom, McKay and the publisher probably are the only ones who know there is a difference between a Bradley fighting vehicle and an M-1 Abrams tank. They know, too, the difference between the rank of an Army corporal and a Navy second class petty officer.

Some people in the newsroom don't know the difference between a sergeant major and a major general.

And that, according to a number of editors and military reporters, may be one of the reasons newspapers are being criticized for not being in step with the military in their coverage of the defense establishment—and the multibillion-dollar defense buildup of the 1980s. Of course, one does not have to be a physician to cover the medical beat, nor a lawyer to cover the courts. Still, everyone agrees that it doesn't hurt for a reporter to have some expertise in a specialized field he or she covers.

Not only is military experience becoming an increasing rarity in the nation's newsrooms, but very few of the 1,650 U.S. daily newspapers have seen fit to create a full-time beat for covering local military installations. Interviews with Pentagon public affairs officials and a **presstime** survey of 35 newspapers published near military facilities turned up the names of just 27 such reporters.

Much more typical is the Valdosta paper (evening, circulation 18,146), in its coverage of Moody Air Force Base, 10 miles northeast of the city.

Moody, with 3,350 active-duty members and 5,500 dependents, is home to the 347th Tactical Fighter Wing, the 1878th Communications Squadron and a detachment of the 3rd Weather Squadron. Considered a small base compared with those around San Antonio, where 75,000 Air Force members are assigned, Moody requires only sporadic coverage from McKay's staff.

"We cover it, of course," he says. "We have guys go to the exercises, changes of command and do the general housekeeping kinds of stories." The airmen and their families are considered valuable subscribers, he adds.

The paper's government or general-assignment reporters dog the hard stuff, sometimes with help from the Washington bureau of the Daily Times' parent Thomson Newspapers' Group. Frequently, it's the closest available reporter who will be assigned spot news coverage of, for instance, a plane crash.

Like all good newspaper people, those assigned to complex military stories do the best they can with what knowledge they can obtain. But it's sometimes left to the senior editors—those who still remember how to salute—to catch the tiny errors before they creep into print and totally embarrass the newspaper.

An example of one that slipped by:

A somewhat seasoned reporter, trying to capture the scene in a Virginia Beach restaurant last year for a feature story, wrote that "a Navy colonel" had done such and such. For a military town like Virginia Beach, populated with thousands of members from all service branches, it was almost enough to cause the silver eagle on the officer's collar to take flight in disgust when the error was published. Navy and Coast Guard officers with such rank are captains. Army, Marine and Air Force officers are colonels.

It is that kind of mistake, albeit small, about which the Pentagon experts rightly complain.

Call a battleship an aircraft carrier or an Air Force F-15 Eagle a bomber, and the credibility gap widens even more. (The F-15 is a fighter). Make errors in stories about the Strategic Defense Initiative or Army training and doctrine, and the distrust becomes universal.

Or, as happened with the Associated Press in mid-June, publish

Dorsey has worked for the Norfolk newspapers for 25 years, the past nine as military affairs writer. He was named UPI's journalist of the year in Virginia in 1980. Dorsey was in the Army National Guard for six years; his father is a retired Air Force colonel, and his late father-in-law was a Marine colonel.

Make errors in stories about the Strategic Defense Initiative or Army training and doctrine, and the distrust becomes universal.

a photograph and caption of an Army soldier fainting on the parade field, but label him a Marine, and all hell breaks loose.

On the other hand, the defenders of the Fourth Estate argue, the military could do more to explain to the media enough about its high-technology, scientific world to help make journalists less ignorant.

"Part of the fault is ours," says Navy Cdmr. Tony Hilton, director of the Broadcast Department at the Pentagon's Defense Information School at Fort Benjamin Harrison, Indianapolis. Each year, about 250 officers and 1,800 enlisted personnel from all service branches roll through the school, a training ground for those who plan to specialize in military public relations.

"We don't aggressively grab you to show you what we've got," Hilton says. "Then again, you sometimes tell us you have to mow the yard today and will look at our ship tomorrow. Then, when a crisis turns up, the reporter writes errors in his story and the military condemns the reporter."

That, he says, is as much the result of the public information officer's not working harder and insisting that the reporter be dragged to an orientation session, as it is the reporter's fault for not making a stronger effort to learn.

When those efforts aren't made, mistakes will occur, Hilton says. "I jumped on our (Indianapolis) paper's case just last week when they wrote about 'Lt. David Robinson,'" the star basketball player who graduated from the U.S. Naval Academy last spring. "I said, 'You just promoted him three pay grades (to the equivalent of an Army captain). The reporter was familiar with the Army, and he assumed Robinson was going to be a lieutenant."

Robinson's rank is ensign, the equivalent of an Army, Air Force or Marine Corps second lieutenant.

"It's little things like that that frankly cost the newspaper credibility," Hilton says.

Some senior newspaper executives, such as Harold W. Andersen, chairman and chief executive officer of the Omaha World-Herald Co. and a former chairman of ANPA, believe local coverage of the military merits increased emphasis. Andersen views the coverage of military installations in a newspaper's circulation area as important for the community and for the country at large.

"A military installation has an importance, obviously, to the country and needs to be regarded as a subject to be covered fairly from that standpoint," he says. "Secondly, of course, a military installation can indeed have an effect on a community's payroll. That is an additional reason to give it fair and comprehensive coverage."

The one warning Andersen has for those covering community military facilities is not to allow the economic clout of such a facility to compromise the coverage. "I suppose there is always the suspicion someone could voice (that) because a community becomes dependent on some of the economic vitality of such a base, that it will color your coverage or attitude toward the

Some Tips on What To Do and

Following are some hints on what to do, and not do, when approaching the military about covering a story.

DO:

- Prepare and prepare well. The media officers you will be dealing with have been trained never to go into a news conference, talk show or any arena without having done their homework. Nor should you. They have thought of every nasty question you will ask. They know their subject better than you do.
- Be willing to give the public affairs officers a flavor of what you are planning to write. No one likes to be blindsided. They may be able to determine quickly fact from rumor and allow you a better perspective on a story.
- Agree to allow the public affairs officers a certain amount of time in which to answer your questions. They frequently have to go to the commanding officer involved to get some questions answered, and, unfortunately, a whole gaggle of people end up massaging the answers. But it is the way both the Pentagon and those in the field work. At the same time, emphasize your deadline.
- Remember that the answers you receive from a military public affairs officer will be as self-serving as they would be from any other industry's spokesman.
- Know the difference between "background," "not for attribution" and "off the record." They mean different things to different people. If you get them mixed up, you've just burned whatever source you tried to cultivate.
- Learn who the chiefs of information are for each of the service branches. They normally are general or flag-rank officers located in the Pentagon who have a direct line to the service chiefs, or other high-ranking military officers. They also can nip in the bud any potential problem you may be having with military spokesmen in the field. Use it as a last resort, though.
- Work hard on gaining trust from the military spokesmen you will be dealing with. It will take some time, but, as with any beat, it pays off. The problem is that these spokesmen are reassigned every 18 months to three years, and you'll find yourself doing this frequently.
- Make frequent visits to the base, post or military facility you will be covering. Ask for a command briefing initially, followed by a background interview with the commanding officer. That individual will feel more relaxed if not being quoted directly. Ask for an on-the-record interview later, once the commanding officer knows a little about you. It's a good way to break the ice.
- Agree to submit a list of questions before an interview, if that is what the command asks. This practice has become a way of life among military officials. Although it differs from other beats, it probably is a good idea when you are posing far-reaching questions that the military commander may want to be briefed on ahead of time.
- Encourage your editors and publisher to arrange an editorial conference, maybe even a luncheon,

defense budget. I think that is something those in our business should be aware of and be careful not to give the skeptics reason to criticize us on."

Omaha is headquarters for the Air Force's Strategic Air Command, and Andersen says that through intense coverage, "You can see its mission and get to know the people. That can be an asset in understanding the military's mission in your area—and indeed, (understanding) the larger national security arena."

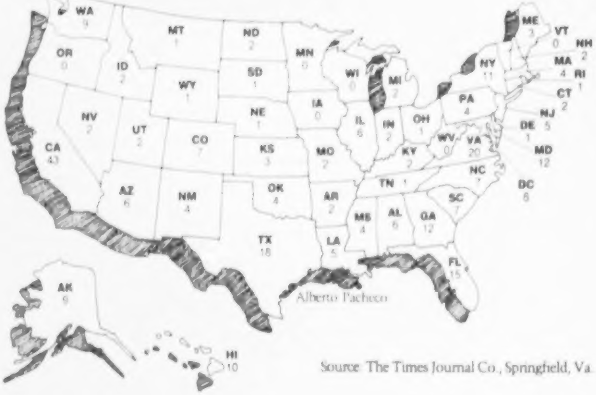
INSTALLATIONS SCATTERED ABOUT. The military has planted 874 such bases, posts, stations and other facilities around the nation where its 2.1-million uniformed members work, live and play. (See map.) They range from tiny Campion Air Force Station in Galena, Alaska, with only three personnel, to the Norfolk Naval Base complex where 110,000 sailors and Marines operate 127 ships, 59 aircraft squadrons, 83 other fleet commands and units, and 78 shore activities. It is considered the largest military complex in the world.

There is little doubt that the military is thoroughly covered at the Pentagon. Correspondents fan out through its corridors daily to check the pulse of the generals and admirals, reporting on everything from the current conflicts in the Persian Gulf to what new helmet the nation's soldiers will wear.

But just how are newspapers around the country covering the military installations in their circulation areas—the trenches where the soldiers work?

Well in some places but not so well in many others, according to a sampling of newspaper executives and military officials who have seen little, if any, increase in the local coverage of the defense industry. Except in a few areas, they say, President Reagan's defense buildup during the past six years has not been paralleled by a significant increase in local news coverage of the military.

Number of Bases with at Least 300 Active-Duty Personnel



Source: The Times Journal Co., Springfield, Va.

Big newspapers that happen to have large military installations near them generally do have a military correspondent keeping tabs on their activities. But the small paper, located in the desert of Nevada or the mountains of Montana, has precious few resources, or reasons, for making the military a full-time beat.

The Seattle Post-Intelligencer (morning, 203,726) is one newspaper that last year added a full-time military beat to its staff. It chose Edward P. Offley, a former editorial writer, as military

Not to Do In Military Reporting

with the area military commanders—and do it on at least an annual basis. It's a tremendous opportunity to explain the mission of the press and vice versa.

DON'T:

- Bluff, threaten or assume. The military officials you deal with are professionals, too. More and more are journalism graduates who have had practical experience. Chances are they already know more than you do about the subject matter involved. They'll help you if you treat them as you would a public relations expert from General Motors, the medical community or another professional organization.
- Allow military officials to hide behind a veil of unnamed officials. Use their names whenever possible, resorting to "base official," "Pentagon spokesman," etc., only if it is truly necessary. Your readers will appreciate the effort.
- Burn a military spokesman if you ever plan to use him or her again. That person's memory is long.
- Sneak on a base, using your uncle's car with the base sticker. If you're caught, your credibility for being truthful with the military is shot. You don't need that hassle. Be forthright, ask for permission to go on the base. If permission is denied, then raise hell all the way to the Pentagon if need be. If a soldier, sailor or airman wants to see you and doesn't have a car, arrange to meet him or her outside the gate; then go to a civilian location and talk.
- Ever think you know enough about your subject. It is a necessity for a reporter covering military affairs to study intensively.
- Forget the political implications of a military story. There usually are reasons for the armed services to suddenly switch plans in mid-stream. (Why, for example, did the Navy relocate its new E-6A TACAMO submarine communications plane at Tinker Air Force Base in Oklahoma City, rather than near the coast where it will fly? It turned out that one of the main reasons was that Rep. Mickey Edwards (R-Okla.) led the fight in the House to restore contra military aid last June 25. A week later, Edwards announced the Navy had selected Tinker as the base for the E-6.)
- Wait until right on deadline to contact a military press officer with questions about the story you are writing. Like any organization, the military has to coordinate, and your demand for an immediate answer probably won't be satisfactory.
- Call the military press office after hours or on weekends unless you must. During those times, you will be dealing with some duty officer whose level of expertise is most likely uneven. He or she is just like the person on your news desk pulling weekend duty. Try to have a home telephone number of an expert you can deal with.
- Become complacent with a single "expert" for your stories, especially those from the "think tanks." Remember, they most likely are retired senior military officers, or university professors whose expertise may be limited and biased. Develop a cadre of experts. —*J.D.*

reporter. The decision to expand the beat from what had been a part-time effort came from Executive Editor J.P. Alexander.

"It is like covering any other technical beat. You have got to understand the vocabulary, the culture. You are working almost like a translator."

Alexander says that prior to his arrival at the P-I 18 months ago, the beat had not been covered very thoroughly, despite the vast presence of the armed forces in the area. "I told my management staff that it seemed to me the military coverage we did had focused on the protests and not on the military. I wanted to change that."

With Offley, whom Alexander credits with having a keen interest in the national impact of what the military does in the Seattle area, the paper has been able to expand its military coverage tremendously.

"We are going to cover all sides of it, from the people lying down in front of the (nuclear-weapons-carrying) train, to the environmental hassles and whatever problems the new Army hospital will cause," Alexander says. "But we also will cover what all this means strategically and in terms of national policy. That is the kind of coverage I want. We are not really interested in the traditional coverage—the retreats and changes of commands.

"I may be a little more sensitive to military coverage than a lot of editors around an area where the military has an impact," he adds. "There are few places in this country where there isn't a military base within 100 miles. But here, and in San Diego and Washington, D.C.—places where I've worked—it is very obvious the military is a big part of those areas."

Offley's beat has become the entire state of Washington. It includes: the Navy's Trident submarine facility at Bangor, plus four support bases on the Puget Sound; the Whidbey Island Naval Air Station, home of the Navy's A-6 Intruder Medium Attack Wing and a reserve patrol squadron; the Puget Sound Naval Shipyard; and the Seattle Naval Station. In addition, at Fort Lewis is the headquarters for the Army's I Corps, which has as its main responsibility the entire Pacific and Korean areas. The headquarters for the Infantry Division also is at Fort Lewis, as is a major special operations Ranger battalion. In Spokane is Fairchild Air Force Base with its KC-135 tanker and B-52 bomber wings. At McChord Air Force Base near Tacoma is the 62nd Military Airlift Wing.

Asbury Park Press' Walsh talks with Maj. Gen. Francis R. Gerard of the New Jersey Air National Guard, Trenton.

BIG BUSINESS. Lastly, Offley's newspaper is interested in the economic impact the aircraft carrier Nimitz and 12 other warships will bring to Everett, Wash., beginning in 1993. Under a major initiative launched by former Navy Secretary John F. Lehman Jr., the Navy plans to add 10 new ports to the 18 already in existence. The new ports will reduce the crowded conditions and other deficiencies at current bases, providing modern facilities for some 64 surface ships.

Two sites—Staten Island, N.Y., and Everett—were funded in the last two federal budgets. Funds for eight more ports are requested between now and 1992. The Navy will spend $846 million on the home-porting projects, including $235 million for Staten Island, $272 million for Everett and $339 million for the others.

The reassignment of the carrier Nimitz and its escort ships means big business for the Everett community. And the Post-Intelligencer has taken great pains in the past few years to let its readers know what such a major influx of defense dollars will mean—or won't mean if Congress scuttles the program.

The Navy says the population in Everett will grow by 21,000 and payrolls by $300 million after 7,500 sailors and 13 ships are based there when the port is completed by 1993. The Navy predicts 7,600 new housing units will be needed off base for port personnel.

"There is a heavy military presence in this place, and to some degree it is seriously undercovered by everyone," says Offley. "I'm running 13 to 14 hours a day just to get familiar with the incredible diversity of activity here. The only thing we don't have is a major Marine Corps base. We even have the Soviets right off the coast."

Learning the ropes and developing the new beat has been a significant job, Offley says. He has cultivated the military public affairs officers, read every periodical he can find on his subjects and visited the Pentagon where "I got more paper out of Washington than did J.J. Pollard (the former Navy intelligence analyst convicted of spying for Israel)."

Those visits are beneficial, he says. "The biggest challenge is to just understand this global infrastructure which doesn't follow straight lines. You need to understand why the Tridents (ballistic missile submarines) are getting their war orders from the President and not the Pacific Fleet, and that just because a B-52 is 20 years old that doesn't mean it is on a suicide mission every time (it flies), because its avionics are brand new.

"I suppose it is like covering any other technical beat. You have got to understand the vocabulary, the culture. You are working almost like a translator," says Offley, who rose to the lofty rank of seaman (pay grade E-3) during his brief tour in the Navy.

"The military is a command organization where information is guarded, and the journalists are a ragtag bunch of curious people who want to find out what goes on. Therein lies the conflict," he says.

But it can be solved, or at least lessened, if the reporter makes a bold attempt.

Offley likens the job of covering a military beat to that of a friend who was visiting in Greece but had taken the time to study the language before she arrived. "Because she made the step across the barrier between them, she won their confidence and help. Likewise with the military. If they perceive you trying to understand them, then this gap shrinks dramatically."

While trying to cover a story concerning a Ranger battalion—possibly one of the hardest groups of combat soldiers in the Army to become friendly with—Offley let it be known that his grandfather was a retired colonel who loved to play the song, "The Yellow Rose of Texas." "These guys warmed up to me completely because they realized I knew their theme song and that I cared at least a little bit about them. That made it a hell of a lot easier, and we worked together."

WHO DOES WHAT. Even more than in Seattle, the military shapes the economy and lifestyle in places like Norfolk, San Antonio and San Diego, and all of the daily newspapers published there have full-time military beats.

The Virginian-Pilot (morning, 143,093) and The Ledger-Star (evening, 79,043) of Norfolk have had a military writer since before World War II. At times the papers have assigned two reporters to the beat, plus a columnist who concentrates on the lighter side of military life in Norfolk and an editorial assistant who prepares the routine "military briefs" column. Elsewhere on the staff, one reporter has responsibility for covering the Coast Guard, another the naval shipyard industry, and one or two part-time correspondents concentrate on military life for the newspapers' six local tabloid sections.

Sandra M. Rowe, executive editor and vice president of the Norfolk papers, notes that "almost one-fourth of the population of our area are active-duty military, dependents or retired. It is the single largest segment of our readers."

The newspapers have expanded their military coverage in the last year to include a regular human-interest column, and they plan to continue to improve and expand coverage of local and national issues of importance to the military community, she says. "Our focus cannot be narrow and only Pentagon-related. The Navy community here is involved in every facet of community life in Hampton Roads. They sit on the boards of civic organizations, they coach Little League. Many non-military businesses depend on the military support for their survival. We intend to provide the breadth of coverage—whether the story has a Washington dateline or a Virginia Beach one—that our military readers deserve."

The Norfolk area, in addition to its heavy Navy populace, also takes in three major shipyards, the headquarters for the Air Force's Tactical Air Command, the headquarters for the Army's Training and Doctrine Command, NASA's Langley Research Center and the headquarters for the Supreme Allied Commander Atlantic—the only NATO base on U.S. soil. Economists reckon that the area's 1.3-million population includes a "military family" of active duty, retired, dependents and civilian defense workers that numbers about 500,000.

A heavy military concentration also is present for the San Antonio Express-News (all-day, 178,812) and San Antonio Light (all-day, 142,407), with 75,000 to 80,000 soldiers and airmen stationed at nearby Fort Sam Houston, Brooks AFB, Kelly AFB, Lackland AFB and Randolph AFB.

Express-News Executive Editor Bert Wise notes his paper has had a military writer "for years and years." The military is covered probably more than the area schools, he says, and generally has been the beat to which the rising stars have been assigned.

Other examples of newspapers in places where high military presence has warranted specialty coverage include The San Diego Union (morning, 252,686) and The Tribune (evening, 123,087), where the other half of the Navy resides; the Colorado Springs Gazette Telegraph (all-day, 112,404), serving the home of the Air Force Academy; and The Florida Times-Union (morning, 160,405) and Jacksonville Journal (evening, 41,340), published in a city that is base for 35 Navy vessels, including two aircraft carriers, and 47 aircraft squadrons.

Don Kohlhauer, The San Diego Union and The Tribune

Discussing F-14 Tomcat fighters at Miramar Naval Air Station are Burgess of the San Diego papers and Lt. Cmdr. Ellis D. Woumnm.

San Diego, while the nation's second-largest Navy town, also is its seventh-largest city. As a result, the newspapers are very heavy on specialty reporters, such as two assigned to education and one each to environmental issues, medicine, AIDS and other subjects. Says Alfred JaCoby, assistant managing editor: "I've been here 35 years, and as long as I can remember we've always had a full-time military reporter. Generally, he has been a former military person or had considerable military experience."

The current military affairs writer there, Tom Burgess, is a former naval officer and public affairs specialist. Burgess, notes JaCoby, has the experience to cover the military on a large scale.

"We are not as consistent in our coverage of routine things, such as changes of commands," JaCoby says. "We look more for big interest stories on a national basis as well as a local basis." And covering the human side of military life is something JaCoby

"It's difficult to cover. But there is a lot of taxpayer money at stake, and I think it is just as important to watch from the bases as it is from the Pentagon."

would like to do more of. "I wish we could do a better job day by day, letting San Diego know what it is like to be in the military," he says.

The Union and Tribune have not increased their coverage of the military since Reagan's defense buildup began, primarily because the coverage has always been heavy, he says. Besides, there is other news.

"The military no longer dominates the community. The last, major city/military hassle was over the construction of the Navy hospital," JaCoby says. Community leaders were not that interested in the 600-bed facility that would draw an additional 2,500 active-duty personnel and 4,000 dependents to an already-crowded city. But the Navy finally won, and the hospital is now in its final construction stages.

LINGERING RESENTMENT. Occasional disagreements and friction between the military base and the local press are not unusual, but some in the press speak of a deeper problem. In San Antonio, editor Wise says relations between the Express-News and the military are generally good. "But there is something I can't understand. The military in recent years is terribly suspicious of everything we do. I have been in two wars, the publisher was in one. We know most of these (military) guys, but I still can't convince them we publish positive stories most of the time."

The military field officers seem to have preconceived views about journalists who cover the Texas bases, he says. The officers' "minds are made up."

Such attitudes are by no means confined to the Lone Star state. Thomas W. Jobson, managing editor and vice president of the Asbury Park (N.J.) Press (evening, 139,954), says he and his military affairs reporter, Edward L. Walsh, also encounter them from time to time. The Press takes in the Army's satellite and communications command at Fort Monmouth, the Navy's major East Coast weapons station at Earle and the Navy's air engineering center at Lakehurst.

While those commands are relatively small, the issues they frequently generate aren't, says Walsh, a former Marine officer and a 37-year veteran of the newspaper business. Walsh, who covers the military only part-time, sharing it with other beats such as transportation, believes he presents the military in as fair a light as possible.

Some of his paper's younger reporters are constantly complaining about the nuclear weapons that are stored at the Earle facility, he says. There is a lot of uneasiness about what a lightning strike might do to the place.

But Walsh, who has seen the effects of the atomic bomb—he was with the 2nd Marine Division which went into Japan after the bombings of Hiroshima and Nagasaki to end World War II—has compassion for the duties of today's serviceman.

He also wants to help educate a relatively naive nation about the uniformed services. "I try to help the younger people as much as possible. Most wouldn't know a corporal from a major general," he says.

Tensions between the military and the press are a fact of history. For example, the cover story in the July-August 1987 issue of American Heritage magazine, "Sherman Bashes The Press," quotes newly available letters written during the American Civil War by Union Gen. William Tecumseh Sherman. In them, Sherman denounced press coverage in words such as these written to a U.S. senator in 1863: "Now I know and every officer knows that no army or detachment moves or can move that is not attended by correspondents of hundreds of newspapers. . . . They publish without stint positive information of movements past & prospective, organizations, names of commanders, and accurate information which reaches the enemy with as much regularity as it does our People. . . . So that no matter how rapidly we move, our enemy has notice in advance. To them more than to any other cause do I trace the many failures that attend our army. While they cry about blood & slaughter they are the direct cause of more bloodshed than fifty times their number of armed Rebels. Never had an enemy a better corps of spies than our army carries along, paid, transported, and fed by the United States."

In the modern era, the Vietnam War was the catalyst for a souring of the atmosphere and relationships between the military and the press. A contributing factor was the satellite-communications system that made it possible for the day's battle to enter the evening news programs back home, which caused resentment from troops in the field and brass in the Pentagon.

Today, there is some lingering reluctance on the part of base commanders who are veterans of Vietnam.

"I've got no use for them on my post, around my troops or in my home," said an Army lieutenant colonel addressing a military/media seminar last year at the Naval War College in Newport, R.I. "They can only cause me trouble. If there's something I need to tell them, I'll do it through a PIO (public information officer)," he said.

Following the exclusion of the press from the U.S. invasion of Grenada in October 1983, ANPA and the American Society of Newpaper Editors made a renewed effort to improve relationships with the military. To ensure newspapers would not be excluded from Washington-based press pools, ANPA gave the Pentagon a list of Washington bureau contacts to be used for pool callups. And in early 1985, then-ASNE President Robert P. Clark wrote the assistant secretary of defense for public affairs, Robert B. Sims, saying the editors were concerned about what appeared to be distrust and misunderstanding, perhaps even hostility, between the two.

What evolved was a series of press-military seminars that would allow both sides to become more familiar with one another's problems. At the local newspaper level, press tours of military bases were encouraged, and the military was invited to take a first-hand look at the newspapers. The service branches have begun planning more "media days" to introduce reporters to their commands. A few newspapers responded by having the military in for an editorial conference or an informal luncheon.

Those efforts took place about the time a detailed poll was released by the Army War College—the incubator for future generals and other military leaders—that found a high level of distrust and dislike for the news media.

The poll was conducted as a term paper and class project by one of the students, Lt. Col. Gerald W. Sharpe. It became a widely quoted essay about the conflict between the journalism and military professions. Sharp traced the friction back to the European wars of the 18th century, quoting Napoleon that "three hostile newspapers are more to be feared than 1,000 bayonets."

Fifty-one percent of the 105 senior-grade officers who responded to the poll at the prestigious school at Carlisle Barracks, Pa., had a "negative" or "very negative" attitude in general toward U.S. newspapers, television and news magazines.

The officers also found the news media ignorant about the military, with 66.1 percent saying reporters have little or no knowledge about the Army.

Those outside Washington who cover the military full-time may agree that their knowledge of specialty weapons systems and military doctrine may not be perfect, but it is not for want of trying.

Officers examine photographs as part of the journalism and public affairs training at the Defense Information School.

Sgt. 1st Class Keith Riley, Defense Information School

"I am overwhelmed, sometimes," says Sue McMillin, military reporter for the Colorado Springs Gazette Telegraph. "There are times when I feel inadequate writing about things in the space industry. But I have found that if you ask for someone to explain how it works, you have pretty good luck."

McMillin covers the military space program, the Air Force Academy, NORAD (North American Aerospace Defense Command) Headquarters, the Fort Carson Army infantry post and several smaller facilities scattered around the state. "It's difficult to cover," she says, "but there is a lot of taxpayer money at stake, and I think it is just as important to watch from the bases as it is from the Pentagon." A number of small townships in the Gazette Telegraph's circulation area are worried about sonic booms, base expansions and the stress placed on their two-lane roads, she reports.

Not every reporter is anxious to cover such a beat, says Michael J. Nyenhuis, military writer for the Florida Times-Union and Jacksonville Journal. "It's a high-profile beat, and there are a lot of good perks," he says, such as getting out of the country on occasion to follow local troops overseas, flying with the Blue Angels flight demonstration team and riding in a ship at sea.

"But a lot of people wouldn't consider applying for this beat because of the red tape involved in dealing with the Navy public relations machine. It's frustrating. It's much easier to cover city hall, walk into the mayor's office and start talking," Nyenhuis says.

His assignment takes him to three major naval bases—Mayport Naval Station, home port for nearly three dozen ships; Jacksonville Naval Air Station, where a patrol wing, helicopter anti-submarine warfare wing and naval hospital are located; and Cecil Field Naval Air Station, the East Coast base for three carrier air wings.

He receives support from the papers' Washington bureau and, as in the recent USS Stark tragedy, is lent the entire assets of the papers' staff when such a major event calls for it. (The Stark, which lost 37 crewmen in the May 17 missile attack in the Persian Gulf, is based at Mayport.)

In general, Nyenhuis says, "I find the local public affairs people to be real helpful, even in instances where we're looking for information that may be construed as negative. I have no complaints on the PIOs here. But lots (of complaints) in Washington . . . where it may not be all their fault.

"One instance not long ago: I was doing a story on aircraft accident rates for 1986, and the Navy would not set up a telephone interview with a person at the Navy Safety Center (in Norfolk) who studies those figures. I found him on the phone, and he said he'd be happy to talk to me but asked if I had gone through the (chief of naval information) news desk in Washington. He said he would feel more comfortable doing it that way.

"I called the (Navy's) news desk, and they would not set up a phone interview. They said if I wanted the information to present a list of questions, they would get the answers. It's real frustrating that way."

IMPROVEMENT NEEDED. Frustration probably is the greatest single feeling a reporter has in trying to nail down a good story involving the military. The reporter can encounter many roadblocks along the way.

What's more, today's journalists often aren't really prepared to cover the complex military establishment. If they lack even basic military training, that's probably strike one.

If they aren't prepared to look beyond the public affairs officer or base commander to the rest of the base personnel and to the defense industry scientists and manufacturers, that's strike two.

Unfortunately, there isn't much help available to the newspaper reporter covering the military. No training seminars exist for the beat. Unlike everyone from music critics and education writers to real estate editors and entertainment journalists, people specializing in military reporting have no information-sharing organization. Most of what is learned comes from on-the-job experience.

The military reporter, says Robert E. Rhodes, executive editor of the Corpus Christi Caller-Times, "is made, not born."

"It is nearly impossible to try to recruit someone who will just cover the military. You don't have that type of pool," says Rhodes, who is president of the Associated Press Managing Editors Association. "Unless you are really in a hotbed of military installations, you don't find the military writer. I don't think they have anything like Journalism 301 that teaches someone how to cover the military.

"I've been here nine years and never had anyone say, 'I am interested in the job.' I would snap up a guy like that. . . . I think any editor in a military town would welcome with open arms a young reporter who has experience in that field."

So, while it is not impossible to publish a fair and objective news story about the defense industry, it may well take more work than most other kinds of articles. And the simple fact is, a reporter shouldn't be covering this beat if he or she can't understand the various levels of technology of weapons systems and the military way of doing things.

There is a distance to go before newspapers' coverage of the defense establishment from the trenches becomes as thorough and complete as it should be. ☐

PRODUCTIVITY

TECHNOLOGY HELPS, BUT PEOPLE ARE THE KEY

BY PATRICIA P. RENFROE

Productivity is improving at many daily newspapers, most human resources experts believe, but measuring such gains throughout the newspaper industry remains difficult.

Nevertheless, the drive to raise the quality of both the product and the workforce is causing many newspapers to explore ways of getting a handle on productivity.

One example of the gains that can be made is at Philadelphia Newspapers Inc., which reduced the number of production hours per page by 11.5 percent this year.

Although productivity statistics for the newspaper industry are not available, the U.S. Labor Department's Bureau of Labor Statistics reported in June that, nationally, manufacturing productivity increased 2.1 percent in the first quarter of 1987.

"Accuracy in productivity measurements is difficult to achieve," says Norman R. McMullin, president of the Alton (Ill.) Telegraph. "Bases for comparison must be established, along with the factors to be considered in the measurement."

Even identifying all the factors associated with employee productivity is complex.

Newspaper production managers and others emphasize that productivity can be enhanced by capital investments in a more efficient equipment and technology.

It is generally acknowledged, however, that capital investments are short-term factors for productivity changes. The machines are more efficient, true. But there is no guarantee that the people who operate the new presses, laser cameras, pagination systems and other equipment have themselves become more productive.

Moreover, "The industry may be reaching a technological plateau, which means we won't be able to achieve such dramatic productivity improvements" in years to come, says Gordon Calverly, vice president and treasurer of Worcester (Mass.) Telegram & Gazette Inc.

How can a newspaper determine if an employee's output is different after new equipment is installed?

In the composing room, the standard productivity measurement is hours required per page made up, which is based heavily on human behavior. In the mailroom, part of any productivity measurement is based on pieces inserted per hour, which could well be weighted more in favor of the equipment used.

Some managers believe they can detect gains in productivity as a result of better cost controls, such as: reducing waste throughout the plant, which is very measurable; decreasing the percentage rate of annual pay raises in union contracts; and operating with fewer employees in many departments.

The question to consider, however, is whether this is productivity improvement or just an adjustment of the bottom line.

OTHER DEPARTMENTS. Experts also point out that incentive programs and improved management skills enable newspapers to obtain greater efforts, as well as innovation, from employees. Thus, newspapers are putting heavy emphasis on training to improve performance in such areas as management development and sales skills. The effects of such training can be measured in advertising and circulation sales.

Philadelphia Newspapers reduced production hours per page by 11.5 percent.

Like many other businesses, some newspapers are employing telephone-monitoring systems to ascertain how productive individual employees are, although the practice is generating some concern in Congress [**presstime**, Aug. 1987, p. 51].

It is far more difficult to measure a newspaper's business operations, says Melvin B. Williams, director of personnel for Gannett West Newspapers in Reno. He cites the difficulty in deciding what to measure in such areas as accounting. "Do we look at the number of collection calls made, or do we look at the amount of money collected? Do we count the number of checks written, or do we look at the way the cash flow is handled?" he asks.

A theory that has bubbled to the surface in American industry is that greater productivity can be attributed to a higher quality workforce. This quality results from more education, more experience as the workforce ages and elimination of many low-skilled jobs through automation.

This theory is supported by June Barry, vice president/executive assistant to the publisher, at Philadelphia Newspapers, who describes many of today's employees as being extremely creative.

"In one instance, the employees came up with a plan to merge two advertising areas," showing that "now people do more than just sell," Barry says. Overall, she says, many people take the team or project approach and go "the extra nine yards," reflecting a more skilled, better qualified workforce.

Newsrooms have traditionally been difficult to grade on productivity, but lately there has been a greater effort to do so. Some newsrooms measure story numbers and lengths, and others conduct extensive evaluations of how reporters perform on the job. Still, some editors say a meaningful measurement is impossible.

And Barry says that an emphasis in any

Renfroe is ANPA manager/personnel relations.

department on "producing faster" may beg the question regarding real productivity, which to her is a combination of working efficiently and innovatively to achieve high quality.

MANAGEMENT'S ROLE. Whatever the definition and whatever the cause of higher productivity, many people believe it will continue even beyond the technology explosion, provided management accepts responsibility for making it happen.

As Richard A. Williams, vice president/ employee relations of Journal Communications Inc. in Milwaukee, observes, "We need to emphasize with employees that high-level performances are expected." He believes that most people rise to the occasion when required to do so and that, in truth, they want to do a good job.

Gannett's Williams casts great importance on creating an environment where employees are motivated to produce at maximum levels. Managers' performance and employees' training are two key elements of the work environment. Williams says newspapers should not reduce training budgets if higher productivity is the goal.

Then, according to Philadelphia's Barry, newspapers should look at the organizational design and ask such questions as whether departments are structured properly, and whether managers are being used effectively both in terms of their skills and control.

Barry says that another part of the effort to enhance productivity should be an analysis of what is the proper mix of compensation, special rewards and incentives, as well as recognition programs, for employees. (See story, p. 60.) The result of all these efforts can be employees who are as efficient as the equipment they use. ☐

Newspapers Have 'Come To Expect More,' Especially in the Newsroom

BY MARY SEPUCHA

Performance standards, particularly in newsrooms, have become an issue of increasing importance in disciplinary arbitrations over the last 17 years.

Since 1970, 41 such cases have been tracked by ANPA—all but 15 of them in the current decade. Thirty-three involved white-collar employees.

Larry A. Frankel, vice president/ labor relations of The Washington Post, says the number of cases has grown because companies realize they have a right to change their performance standards for employees to improve the newspaper. This means that although newspaper companies once tended to retain reporters despite less-than-sterling performances, they are no longer inclined to do so.

One reason is that newspapers are faced with increasing costs—payroll, newsprint and capital expenditures—and so-called "deadwood" adds to the burden. A newspaper cannot keep passing extra costs on to the advertiser and reader, says John B. Hammett, senior vice president of the San Jose Mercury News.

A strong news staff is key to a good newspaper, Hammett says, and unless the number of productive staff members is maintained at a proper level, it is impossible to produce a quality product. If some staff members are not performing adequately, a company today cannot afford to hire additional people. New hires should be replacements, not additions, he says.

Another reason newspapers no longer may tolerate substandard performance is the industry's emphasis on quality.

In part, this may be a result of the acquisition of family-owned newspapers by groups with specified editorial standards.

More generally, The Washington Post's Frankel says "we've come to expect more," with growing professionalism among better-educated reporters.

Hammett of the Mercury News is all-too familiar with the issue of improving professional competency. His paper has arbitrated five performance-based grievances since 1977 when a new management team initiated a campaign to upgrade editorial standards. Most of these cases upheld the right to demand quality performance and to discipline employees who, after counseling, were unable to meet the higher standards.

The Mercury News is not the only company that has established that right. In 1985, Arbitrator Jesse Simons upheld The Wall Street Journal's discharge of a long-term reporter because she was unable to perform at a satisfactory level of competence—despite repeated efforts to help her [**presstime**, Aug. 1985, p. 48].

In fact, 28 of the 41 poor-performance arbitrations since 1970 were decided in the company's favor. The remaining 13 were lost mainly on technicalities, such as failure to give sufficient warning.

Warning and counseling are two factors that an arbitrator will consider carefully in determining whether performance discipline is for "just cause."

"Especially with long-term employees," Frankel says, "a company has a real obligation to make improved standards known to its employees and to work with them to help them to achieve these standards."

More than half of the 41 cases involved long-term employees, and in 70 percent of them, the company's action was upheld because progressive discipline and counseling were an integral part of management's program.

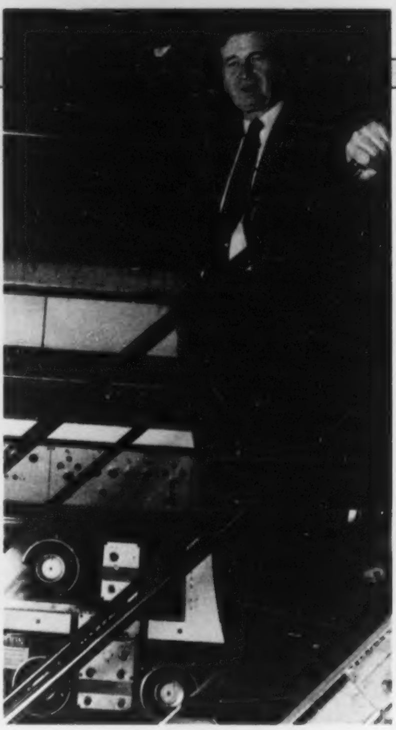
Still, the just-cause standard can be a stringent one. In a 1984 performance-discharge case at The Tacoma (Wash.) News Tribune, Arbitrator Timothy D.W. Williams said, "The just-cause standard for inadequate performance should place an additional burden on the employer to provide remedial help prior to the decision to terminate."

Williams outlined six just-cause guidelines employers could apply to questions of inadequate performance:

1. Is the employer's expectation of performance reasonable and/or similar to that expected from other employees?
2. Did the employer inform the employee about the expected level of performance and that his or her performance was unacceptable?
3. Did the employer attempt to provide constructive assistance or remedial help to improve performance?
4. If remedial action failed to improve performance, did the employer inform the employee that disciplinary action might be instituted?
5. Did the employer grant sufficient time for the employee to raise performance to an acceptable level?
6. After that time period, can the employer objectively establish that performance had not improved to an acceptable level?

Williams said a "no" answer to any of the questions would mean the employer had not proved its case.

Sepucha is ANPA assistant manager/labor relations.



J. Patrick O'Callaghan

Irish-born publisher not shy about letting his opinions be known

BY C. DAVID RAMBO
presstime staff writer

As a stalwart defender of a free press, Canadian publisher J. Patrick O'Callaghan has had his hands full the past half-dozen years.

When he was publisher of the Edmonton (Alberta) Journal in 1982, his office was ransacked by federal investigators trying to build an antitrust conspiracy case against his parent company, Southam Inc. "God knows what they were looking for. To this day, I still don't know," he says. Southam later was acquitted of charges, and the Canadian Supreme Court struck down such broad searches.

As president of the Canadian Daily Newspaper Publishers Association, O'Callaghan led successful efforts in 1983 against a proposed Daily Newspaper Act, which would have restricted growth of large newspaper groups and established a national press council.

He was a sharp opponent of Canada's Charter of Rights and Freedoms and editorialized strongly against it. Adopted in 1982, the charter is considered the Canadian constitution and includes language on freedom of the press. But in his typically outspoken fashion, O'Callaghan says those provisions are "a mockery and an absolute farce."

One of the most recent issues to raise his Irish temper is a federal proposal to ban tobacco advertising in all media. O'Callaghan does not smoke and is convinced that using tobacco is a health hazard. In fact, he only bought cigarettes once: when he was 17 and dating a girl who smoked. "I lost her before I finished the pack of cigarettes and haven't smoked since."

However, he says of the proposed ad ban, "You can't have freedom of speech if the government is going to tell you what not to publish. That is censorship."

His penchant for battle in free-press fights has brought wide acclaim. John Foy, president of CDNPA, says, "I'm not going to extreme to say that in support of a free press, he would be willing to be shot."

O'Callaghan is opinionated on a wide range of issues and is not shy about speaking his mind, whether it is through his signed column in the Southam-owned Calgary Herald, where he has been publisher since 1982, or around a meeting table. "On a pet subject, he's liable to write half a page," says H.O. (Tommy) Thomasson, who recently retired from Southam as vice president of human resources. "He's a digger and a prolific writer."

The 62-year-old publisher-writer responds, "You don't get anywhere in this world by being apologetic or reserved."

His approach sometimes results in explosive reaction, which O'Callaghan takes in stride. For example, he is being sued for defamation by the competition, The Calgary Sun, which took offense at one of his columns.

In that piece, he lashed out at the Sun's ongoing campaign to get Parliament to restore capital punishment in Canada. O'Callaghan and the Herald oppose the death sentence, while he says the Sun has engaged in "sensationalism" to "bring back the rope. . . . The Sun was dripping with blood, as usual."

Sun Publisher Jim Tighe says he has "a great deal of professional respect" for O'Callaghan and even has a "reasonably good personal relationship" with him. But "he has in this case, we believe, gone over the line."

Born in Mallow, County Cork, Ireland, O'Callaghan came up on the news side of the business and has been cultivating his journalistic style some 46 years. He got his first job at age 16 as a reporter at a weekly newspaper in Malven, England, where he made 30 shillings (about $1.50) a week plus another 10 shillings for transportation—a bicycle.

Prodded by his mother and his priest, O'Callaghan entered Cotton College, a Roman Catholic school in England, to become a priest, but he decided that vocation was not right for him. "The church was lucky enough that I went into journalism instead," he says.

In 1943, he joined the Royal Air Force and served as a wireless operator. He saw no combat action during the Second World War.

After military service, he took a job at the Yorkshire Evening Press in England as "splash sub"—the sub-editor who wrote splashy headlines. His career later included stints at the Yorkshire Evening Post, where he gained experience as, among other things, a "pigeon-racing columnist," and at the Liverpool Daily Post and Echo.

The owner of the Liverpool papers bought a Canadian weekly, the Red Deer (Alberta) Advocate, and asked O'Callaghan to move there and oversee converting it to daily publication. The newcomer took well to the Canadian way of life and became a naturalized citizen in 1964.

O'Callaghan stayed nearly eight years in Red Deer before joining the Toronto-based Southam group. He held positions including executive editor of Southam News and vice president and publisher of the Windsor (Ontario) Star before going to Edmonton and Calgary.

O'Callaghan is not active in local civic affairs, partly because Southam frowns on such involvement by its executives and partly because that position reflects his personal views. "You can't belong to some local community organization because sooner or later one of your reporters will have to cover that organization," he says. The reporter may be unduly influenced, no matter how subtly, "if the boss sits on the board."

But he is deeply involved in newspaper-business organizations. Besides his service to CDNPA, he is president of the Canadian Press, Canadian chairman of the International Press Institute and vice chairman of the American Press Institute.

O'Callaghan's busy schedule includes arrival at the office at 6:30 a.m. weekdays and 7 a.m. Saturday. With the plethora of professional activities, he says there is little time for hobbies or sports, although he plays golf occasionally and is an ice hockey enthusiast. He is looking forward to watching some of the hockey games and other events at the 1988 Winter Olympic Games in Calgary, for which his paper has "very ambitious plans."

He and his wife, Lorna, who was a nurse in England, have five children ranging in age from 16 to 38. ☐

Publishers: No Risk Sales Training Investment

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The Florida Sales Tax

Why We Oppose It

BY PHIL deMONTMOLLIN
President and General Manager, The Miami Herald

Everyone knows newspapers perform an essential role in our society by providing the information we need to function every day as citizens and consumers. But some people may have forgotten that a newspaper is a private business that must make a profit to survive in our free market economy.

Or maybe they haven't forgotten.

Newspapers today are particularly vulnerable to adverse economic developments. Newsprint and other production costs continue to rise; the news coverage and services demanded by our readers increase in scope, complexity and expense each year. The number of economically viable publications has declined over the past several decades. While our constitutional protections for newsgathering and reporting have grown, so has the pressure on our pocketbook.

Because democracy just can't work without healthy newspapers, it would be natural to expect government to adopt policies that would preserve them. Generally, that has been the case. Congress has enacted the Newspaper Preservation Act, the courts have afforded journalists important constitutional protections, and the states have not burdened the right to acquire information with taxes. Until now, in Florida.

The Florida Legislature has imposed a tax on the sale of both newspapers and advertising. Newspapers don't pay the tax, they charge it and collect it from their readers and advertisers. The legislature claims that obtaining news and other information from the press is a taxable privilege, not a right. The courts will shortly decide whether this is true. But an equally important question is whether a sales tax on basic newspaper functions makes sense.

It doesn't. The economics are simple. By taxing the sale of newspapers and advertising, the government makes those services more expensive. A sales tax is a very regressive tax. Readers and advertisers with lower incomes are disproportionately affected by the tax, which is not graduated with respect to either their earnings or the newspaper's profits. The consequence of any price increase is a reduction in the quantity demanded. There is no different result here. Fewer newspapers will be bought; fewer ads will be placed and read. And the greatest losses will be on those least able to afford it.

Why should government act to lessen speech in this way? Why should it do so when progressive alternatives exist? Why should such fundamental services be curtailed to pay for less important activities? Why should newspapers be taxed when banks and hair stylists are not?

The Florida information taxes also hurt the press very badly. When fewer newspapers are purchased and fewer ads placed, newspaper revenues plummet. The loss of advertising revenues is particularly serious because they are used to subsidize circulation prices. As advertising revenues fall, the price the public pays for a newspaper must rise. Again, the tax is imposed irrespective of the profitability of the newspaper. The marginally profitable newspaper, whether large or small, will find it difficult to survive. Far from fostering and preserving newspapers, Florida has chosen to deal them a terrible economic blow.

The response of advertisers has been predictable. With the 5-percent increase in the price of advertising, they have purchased less ad linage. No less an authority than Wharton predicts the economic consequences of reduced advertising will be fewer goods sold. So in the end, the Florida sales tax on newspapers is self-defeating. It would tax the sale of more services but reduce the number of sales made.

The Florida sales tax is bad public policy and bad economics. □

Why We Support It

BY JANE HEALY
Associate Editor, The Orlando Sentinel

Why did The Orlando Sentinel editorially support a tax on advertising in Florida? Because the people of Florida are entitled to a decent quality of life—roads and schools that aren't jammed, rivers and lakes that aren't polluted, teachers who are competent, and police who are adequately trained and paid.

All that is expected to cost $35 billion more than the current tax levels would provide in the next decade. Thus, the only question to us on the Sentinel editorial board—and to most of Florida's lawmakers—was not whether to raise taxes, but how.

Simply increasing the current sales tax from 5 cents to 6 cents is futile since goods are not the growth part of Florida's economy, which depends mostly on the service industry. It would have to be increased again in a few years because revenues would not keep up with the state's growth.

What Florida has needed for years is a way to broaden the tax base and provide a stable source of money. A sales tax on services does that. It will grow 20-percent faster than a sales tax on goods.

The only other choices for an equally stable tax base in Florida were a state income tax or a gross receipts tax on businesses. A state income tax may not be such a bad idea, but you can forget it. It must be approved by voters, and that is not going to happen—at least in the foreseeable future.

The 1.5-percent gross receipts tax on businesses was also considered, but it is not even a good idea. It is unfair to small businesses that operate on slim profit margins because they have to give 1.5 percent of all revenue to taxes.

So why didn't the Sentinel just support the tax on every service except advertising, which will produce more than $100 million a year for the state's needs? Because if virtually every other service was going to be taxed, we couldn't credibly argue that advertising should be exempt.

The job of the Sentinel's editorial page is to look out for the community's best interest. In that regard, the media have just as big an obligation as other businesses in Florida to help pay for the pressing needs of growth.

What credibility would we have with our readers if we argued against this tax increase—while supporting most others—simply because it affected our own pocketbook?

Editorially, the Sentinel has consistently taken the position that Florida has not taxed itself enough to keep up with its needs. Overall, the state is 47th in the nation in taxes per capita. Would we now oppose this increase just because it affects us? Of course not—not if we wanted readers or legislators ever to take seriously again our editorials calling for higher taxes—for roads and schools.

The Sentinel was one of three major newspapers in the state that stood on principle on this one, and it should be proud of it. □

(The Sentinel editorially opposed the tax on circulation as a First Amendment issue.)

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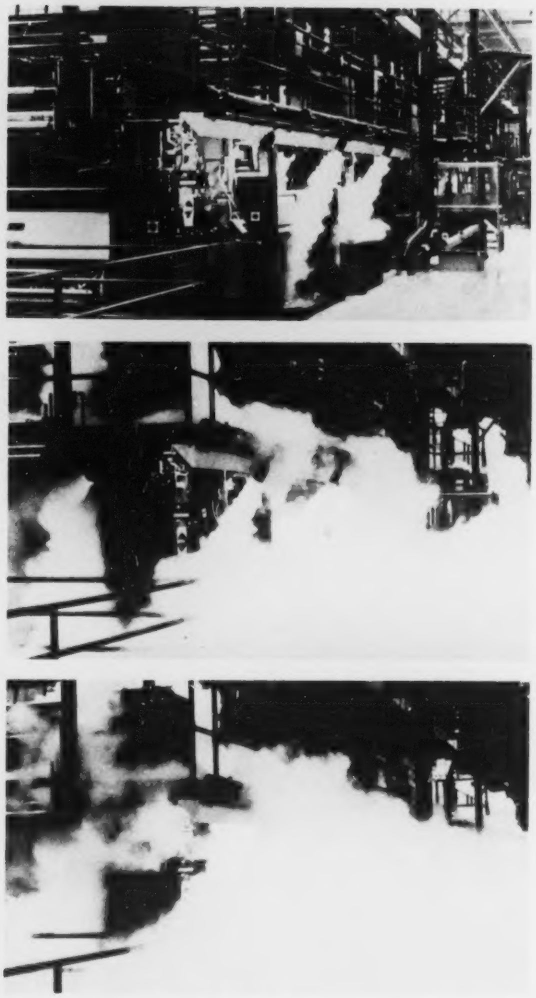

This sequence of photos shows a Chemetron carbon dioxide fire suppression system at work protecting a press line in a newspaper printing plant. Within minutes of the end of discharge, production can resume because there is no mess, no clean-up, and no damage to equipment by carbon dioxide. Imagine the problems created if a sprinkler system were to activate on your press line.

Multiple hazards, the potential for serious loss

There are a number of areas in printing plants which are potential sources of fire, such as ink and paper storage areas, composing rooms and the bindery. But perhaps nowhere else in the printing plant is the potential for fire greater, and the result more crippling, than in the pressroom, the heart of the newspaper operation.

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COURTS

Right to identify source argued by two dailies

In a trial next summer, a Minneapolis court will determine whether newspaper reporters' promise of confidentiality constitutes a valid contract.

In a pretrial hearing, the Star Tribune of Minneapolis and the St. Paul Pioneer Press and Dispatch argued for the right to *disclose* the identity of a source. But a Minnesota District Court judge refused to dismiss a breach-of-contract and misrepresentation suit filed against the two newspapers by Dan Cohen, former public relations director of a Twin Cities advertising agency.

Cohen, a Republican activist and onetime president of the Minneapolis City Council, claims he lost his public relations job shortly before the 1982 election when the papers published stories identifying him as the source of information that the Democratic candidate for lieutenant governor had once been convicted of shoplifting.

He had contacted four news organizations, offering to provide the information under the condition that his identity not be disclosed.

All of the reporters accepted the information, but editors at the Minneapolis and St. Paul dailies overrode the promises of confidentiality and published the story, naming Cohen as the source. When he learned, just prior to publication, that the two newspapers intended to use his name in their stories, he called the reporters and asked that the stories be killed.

The Associated Press and WCCO-TV did not identify Cohen in their stories.

Judge Franklin J. Knoll has scheduled the trial on Cohen's claims for next July. In his June ruling, he rejected the papers' "intriguing" arguments that no legally enforceable contract with Cohen existed, that voters had a right to know who was disseminating such information just before the election, and that the First Amendment protects the papers from liability for the consequences of the disclosure.

The judge wrote that there was no constitutional issue in the case. "This court will not adopt the premise that the First Amendment should operate to excuse news organizations from the consequences of a decision to publish when that decision involves the breach of a valid contract or of the general tort laws." □

Largest-ever libel award is possible after appeals court reinstates damages

A federal appeals court has reinstated $3 million in libel damages in a tobacco manufacturer's case against CBS Inc. and Chicago television journalist Walter Jacobson.

In its Aug. 12 ruling, a three-judge panel of the 7th U.S. Circuit Court of Appeals reaffirmed a jury's libel verdict against the network and upheld more than $2 million in punitive damages. It also reinstated $1 million of the U.S. District Court jury's award of $3 million in compensatory damages, which the trial judge had reduced to a token $1.

If not overturned upon rehearing or appeal to the U.S. Supreme Court, the award would be the largest, finally affirmed media libel award in history and the first of more than $1 million, said Henry R. Kaufman, general counsel of the Libel Defense Resource Center. The punitive damages also would be four times larger than in any previously upheld case, he said.

The opinion concerns 1981 commentary in which Jacobson accused the Brown and Williamson Tobacco Corp. of trying to lure children into smoking by presenting "the cigarette as an illicit pleasure" akin to "pot, wine, beer and sex."

"It is unfortunate that we are forced to conclude that this case does not involve freedom of the press," said the appellate court opinion by Chief Judge William J. Bauer. The libel verdict was affirmed "because false statements of fact made with actual malice are not protected by the First Amendment," he wrote.

P. Cameron DeVore, a Seattle attorney involved in the appeal, said the network will seek a rehearing.

The strongly worded opinion said the most compelling evidence of actual malice submitted to the jury was "the intentional destruction of critical documents" that, the court said, probably would have shown that Jacobson and a researcher were aware, at the time of the broadcast, that some material presented as fact was false. □

Newspapers prevail in case involving code enforcement

A federal judge has ruled that a Florida county's ordinance violated the First Amendment by requiring publishers of classified advertising to help enforce a consumer protection code.

The Fort Lauderdale News and Sun-Sentinel challenged the Broward County ordinance that prohibited a newspaper or other publisher of classified ads, such as Yellow Pages, from publishing an ad placed by a service contractor unless it carried the contractor's state or county certificate of competency number. To run an ad without the number, a publisher had to verify that the contractor was legally exempt from certification.

The law also set misdemeanor penalties for violation of the ordinance, which was intended to help protect the public from incompetent or dishonest contractors.

The News and Sun-Sentinel claimed the time-consuming and complex procedure would affect half of their service advertisements. A similar ordinance in Dade County has not been challenged by The Miami Herald.

The Fort Lauderdale newspapers argued that the ordinance improperly required the media to enforce public policy and that it unconstitutionally intruded into the operations and content of a newspaper.

Ricki Tannen, one of the attorneys representing the Fort Lauderdale papers, said the principle went beyond freedom of the press and could have threatened to make any service industry an arm of the government.

By extension, she said, "Does that mean the county commission could pass a law saying that if your headlights don't work, a gas station can't sell you gas? . . . The idea of making sure all contractors have licenses is worthy of support, but we didn't think the newspaper should be responsible for that."

U.S. District Judge Norman C. Roettger Jr. wrote, "whether such an intrusion on editorial judgment would be constitutionally permissible absent the imposition of a 'penalty' on the publisher is not clear, but what is clear is that . . . the imposition of such a penalty is not permitted by the First Amendment."

"Full enforcement of the underlying (consumer protection) ordinance may be costly and difficult for the County, but the First Amendment . . . prohibits the County from singling out the press to bear the burden of that enforcement," he wrote. □

THE THREE MOST IMPORTANT CONSIDERATIONS WHEN BUYING A NEWSPAPER STUFFER ARE

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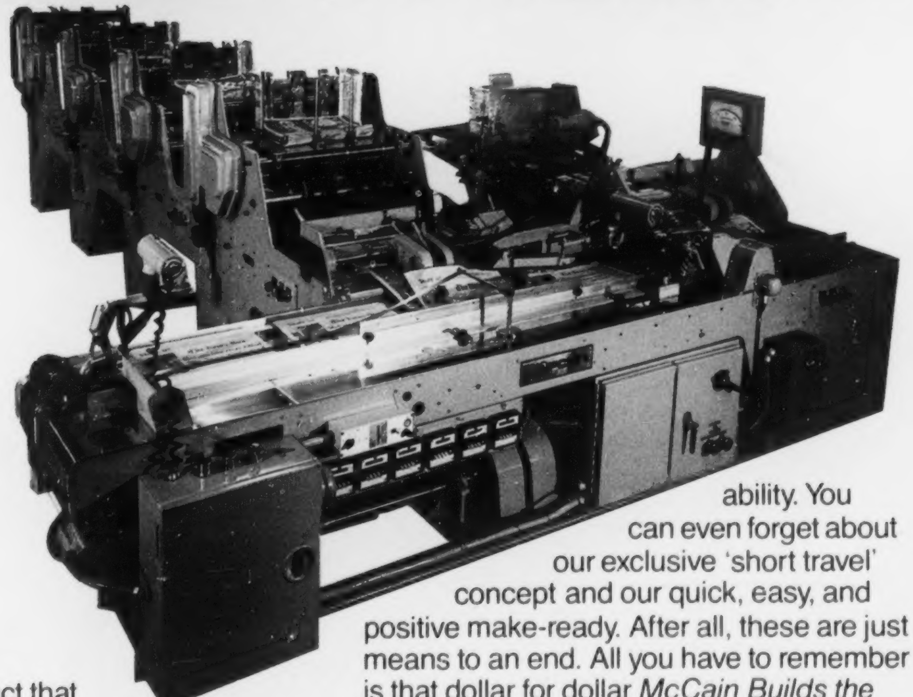
PRODUCTION!!
PRODUCTION!!!



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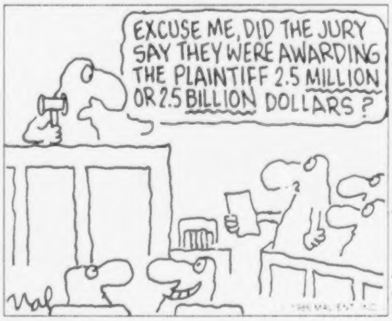
Editorial page libel problems to be discussed

"Libel on the Editorial Pages" is the name for a fall conference that will examine problems newspapers have encountered in the courts as a result of material published on their opinion pages.

The conference is scheduled for Nov. 6-7 at the College of William and Mary in Williamsburg, Va.

It will be conducted by the college's Institute of Bill of Rights Law and cosponsored by ANPA, National Conference of Editorial Writers and other media organizations. □


EXCUSE ME, DID THE JURY SAY THEY WERE AWARDING THE PLAINTIFF 2.5 MILLION OR 2.5 BILLION DOLLARS?
Mal

Malcolm Hancock

COURT BRIEFS

- The Massachusetts Supreme Court ruled that former Gov. Edward J. King is entitled to a jury trial in a **libel action** he filed five years ago against The Boston Globe.

The court rejected most of King's allegations concerning three cartoons and four columns. But it ruled a trial should be held regarding statements in one column [**presstime**, June 1986, p. 57].

- Robert M. McKinney will resume **management of Santa Fe's daily newspaper** on Sept. 1, according to a schedule set in August by a federal judge. Under a contract signed when Gannett Co. bought The New Mexican in 1976, McKinney has nearly eight years remaining to control the paper's operations [**presstime**, July 1987, p. 56].

Gannett has decided not to appeal any further McKinney's claims to management, and the company has agreed to pay back pension benefits of almost $90,000—but not the $60 million McKinney still wants in punitive damages.

- The Federal Court of Canada ruled that news organizations have a **right to cover detention hearings** concerning Sikh migrants whose boat landed in Nova Scotia July 11.

Media attorneys said the ruling represented the first time a Canadian federal judge has declared administrative hearings to be open.

- Bob Hohler, a former Concord (N.H.) Monitor reporter who refused to testify in a murder trial about his interview with the defendant, was to go on trial Aug. 27 on **contempt of court** charges. Maine prosecutors won the conviction without Hohler's testimony, but the judge charged him with contempt, ruling that his prospective testimony met legal standards for compelling a reporter to testify [**presstime**, March 1987, p. 48].

LEGISLATION

Newspapers irate over poll bill

Canadian newspapers are protesting a bill before Parliament that would require the news media to include certain government-mandated information in stories reporting on political public opinion polls.

In addition to the opposition already expressed in editorials, the Canadian Daily Newspaper Publishers Association will oppose the measure when it reaches the hearing stage, according to CDNPA General Manager John E. Foy.

Under the bill, the published or broadcast results of any opinion poll on a candidate or registered party must be accompanied by this information: the identity of the organization that conducted the poll, the size of the sample, the dates of the first and last completed interviews, the margin of error, and the exact wording of each question that led to the printed results. Violators would be fined up to $5,000 in the case of an individual or $25,000 in the case of a corporation.

CDNPA's Foy said he thinks the bill, part of a measure to amend the Canada Elections Act, will be defeated. □

Publisher blasts proposed ban on tobacco ads

For the second time this year, a representative of ANPA has testified before a congressional subcommittee against a proposed ban on tobacco advertising.

And in Canada, where a government-sponsored bill to ban tobacco ads is before Parliament, tobacco manufacturers conducted an $800,000 advertising campaign to drum up opposition to it.

In his July 27 congressional testimony, David Starr, chairman of the ANPA Government Affairs Committee's First Amendment/Freedom of Information Working Group, said the Association opposes two bills, HR 1272 and HR 1532, that would prohibit all media advertising of tobacco products.

"Government suppression of truthful advertising of lawful products is censorship," said Starr, publisher of the Union-News and Sunday Republican in Springfield, Mass. "Its purpose is to shut off thinking and talking about a subject in the hope that the problem will go away. That, I submit, is the last thing a democracy should do."

Newspapers do not oppose a ban on tobacco advertising in order to protect advertising revenues, he said. "Tobacco advertising amounts to only one-half of 1 percent of the advertising revenue of America's newspapers."

Starr said a ban on tobacco ads would lead to a demand for bans on the advertising of other products and added that Congress has alternatives to deal with the public health issues related to smoking.

Starr testified before the House Energy and Commerce Committee's Subcommittee on Health and the Environment. Last April, ANPA testified on the same subject before the committee's Subcommittee on Transportation, Tourism and Hazardous Materials [**presstime**, May 1987, p. 60].

In Canada, the Canadian Tobacco Manufacturers' Council placed three full-page ads protesting the ad-ban proposal. The ads ran in that country's major daily newspapers, including four that will not accept tobacco advertising.

Council President Norman J. McDonald said additional advertising may be placed when Parliament reconvenes its regular session, which is expected to be in October. Introduced in April, the ad-ban legislation, Bill C-51, has not yet received second reading in the House of Commons. After second reading, it will be assigned to a committee. □

Lottery ad bill advances

As a state press association was preparing to argue in federal court in Minnesota that existing laws restricting lottery advertising are unconstitutional, a congressional subcommittee approved a bill lifting the restrictions.

The House Subcommittee on Administrative Law and Governmental Relations July 30 approved HR 3146. It would allow the mailing, broadcasting, importation or transportation across state lines of advertisements for any lottery or similar game of chance if the lottery is "not prohibited by the state in which it is conducted." The subcommittee deleted from an earlier version of the legislation a requirement that the lotteries be authorized and regulated by a state.

The new bill is expected to be considered by the full Judiciary Committee in late September or early October [**presstime**, May 1987, p. 60].

As the subcommittee acted, the Minnesota Newspaper Association was preparing briefs to be filed Aug. 28 in U.S. District Court in St. Paul in its suit challenging the constitutionality of the federal laws and postal regulations that restrict the mailing of lottery advertising. Both the MNA and the federal government have filed motions for summary judgment in the case. Oral argument has been scheduled for Sept. 18. □

Risk notification wins committee approval

Committees in both houses of Congress have now approved legislation that would require the federal government to identify and notify workers whose health is at risk from exposure to hazardous substances in the workplace.

The Senate Labor and Human Resources Committee July 23 approved S 79, which would establish a Risk Assessment Board under the Department of Health and Human Services to determine which classes or categories of workers should be notified that they are at risk.

A similar bill was approved by the House Education and Labor Committee May 19 [**presstime**, June 1987, p. 78]. The bills are expected to be considered by the House and Senate in September or October. □

LEGISLATIVE NOTES

- In an executive order, President Reagan instructed federal agencies to notify businesses when "confidential commercial information" they submitted to the government is about to be released under the **Freedom of Information Act**. This is something that the business community had sought through legislation [**presstime**, July 1986, p. 64].

- The U.S. House of Representatives has passed legislation that would require banks to **describe savings plans more fully in their advertising**. The "Truth in Savings Act," HR 176, requires uniform disclosure of certain terms and conditions.

  Banks, not advertising media, are liable for noncompliance with the proposed law. No media or advertising groups expressed opposition to the bill, according to a spokesman for its author, Rep. Richard Lehman (D-Calif.).

  The Senate Consumer Affairs Subcommittee held a hearing Aug. 5 on a companion measure, S 1507.

- In a similar vein, the House Committe on Banking, Finance and Urban Affairs Aug. 6 approved a bill, HR 515, requiring **credit card issuers** to disclose in advertisements and applications such things as the annual percentage rate charged on the unpaid monthly balance and the annual fee charged to card holders.

- ANPA and the American Society of Newspaper Editors jointly submitted testimony to the House Subcommittee on Libraries and Memorials in suppport of a resolution authorizing the establishment of a **memorial to honor members of the U.S. news media** who lost their lives covering armed conflicts.

  The memorial would be located on public land but would be funded by private donations.

- Legislation to reauthorize the Federal Trade Commission for three more years is moving through Congress.

  The bill approved in April by the Senate would permanently bar the agency from issuing **rules to ban or regulate advertising** on the basis of unfairness. A similar bill in the House, approved July 14 by the Energy and Commerce Committee, contains no such provision.

REGULATIONS

ANPA hails end to 'fairness doctrine'

ANPA has applauded the Federal Communications Commission's Aug. 4 decision to abolish its 38-year-old "fairness doctrine" on grounds that it is unconstitutional.

"ANPA believes that the editorial freedom guaranteed by the First Amendment applies to broadcast and print media alike," said ANPA Chairman and President George W. Wilson, president of the Concord (N.H.) Monitor.

The doctrine required broadcasters to air all sides of controversial issues of public importance.

But the victory long sought by broadcasters and their media allies is expected to be challenged in Congress.

Sen. Ernest F. Hollings (D-S.C.) and Rep. John D. Dingell (D-Mich.), chairmen of the commerce committees in the Senate and House, have said they intend to attach the doctrine to legislation thought to be vetoproof, perhaps an appropriations measure, when Congress reconvenes this month after its summer recess. An earlier congressional attempt to codify the doctrine failed when President Reagan vetoed the bill in June [**presstime**, July 1987, p. 56].

And legal challenges to the FCC's action already have begun. The Media Access Project, a public interest law firm, has filed an appeal in the 2nd U.S. Circuit Court of Appeals in New York City.

The FCC's action came after it received instructions from the U.S. Court of Appeals for the District of Columbia Circuit that it consider the constitutionality of the doctrine. The instructions came in a case involving a Syracuse, N.Y., radio station that the FCC found in violation of the doctrine. □

EEOC nominee named

President Reagan, as expected, has nominated Joy Cherian, a native of India, to fill a vacant fifth seat on the Equal Employment Opportunity Commission.

If confirmed by the Senate, Cherian will serve the remaining term of Fred W. Alvarez, who left in June to join the U.S. Department of Labor [**presstime**, Aug. 1987, p. 51]. The term expires July 1, 1988.

Cherian, a naturalized American citizen, is an executive with the American Council of Life Insurance in Washington, D.C. □

Newspapers may qualify for petroleum refund

Newspapers that purchased large quantities of refined petroleum products between Aug. 19, 1973, and Jan. 27, 1981, may be eligible for a cash refund from the federal Department of Energy.

The program is designed to compensate end users of petroleum products for overcharges by crude oil producers during the period in which crude oil prices were federally regulated.

Funds for the program have been collected from companies alleged to have violated the crude oil regulations, resulting in overcharges.

According to a DOE-prepared fact sheet on the program, users do *not* have to show injury in order to make a claim, nor do they have to identify their supplier or trace their purchase back to a firm that gave back funds to DOE.

The refund level currently is $20 per 100,000 gallons of the product purchased, but DOE anticipates it will rise to $80 per 100,000 gallons. Because DOE will not issue a check for less than $15, a claimant must have purchased 75,000 gallons of product in order to get a $15 refund at the current refund level.

According to DOE, eligible products include motor gasoline, diesel fuel, heating oil, propane, motor oil, greases and other refined products.

The question has been raised whether printing ink, which is petroleum-based, qualifies.

Roger Klurfeld, assistant director of the Office of Hearings and Appeals, said he did not know whether ink would qualify. "The way to get an answer would be to file an application and see what happens," he said. However, a DOE attorney told an ink company official that such a claim would be denied, according to ANPA Vice President/Technical William D. Rinehart.

Moreover, Rinehart said, even if the claim were allowed, the amount of the refund would be negligible in most cases. Eight pounds of ink, which is measured by the pound, is equivalent to one gallon. An offset newspaper would have to consume 800,000 pounds of ink to be eligible for a $20 refund. A typical offset newspaper uses three gallons of ink per short ton of newsprint consumed. A typical letterpress newspaper uses four gallons per ton of newsprint.

Deadline for applying for refunds is Dec. 31, 1987. Further information may be obtained by contacting the Office of Hearings and Appeals, DOE, 1000 Independence Ave., S.W., Washington, D.C. 20585. ☐

Telephone ownership of cable television may be liberalized

The Federal Communications Commission is re-examining its restrictions against telephone company ownership of cable-TV systems in light of changes in both industries.

The FCC initially adopted the rules in 1970. Designed to prevent telephone company abuse of its monopoly position in its service area and to preserve a competitive environment for the development of cable, they prohibit a telephone company from providing cable TV in its service area in most cases.

The commission said it was appropriate to re-examine the rules in light of the "substantial growth" experienced by the cable industry and the "dramatic changes" that have taken place in the telephone industry.

The commission has invited public comment on the extent to which the development of new telecommunications technologies—such as cellular telephone, satellite service and fiber-optic distribution—has "created constraints on the ability of telephone companies to exercise monopoly control" over local telephone or cable services. It also is asking whether the cross-ownership rules should be applied to AT&T, which was separated from the local telephone companies in the 1984 divestiture.

If the commission decides a change in the rules is warranted, it will have to propose legislation, because the rules were codified in 1984 as part of the Cable Communications Act [**presstime**, Nov. 1984, p. 32]. ☐

Detroit Free Press

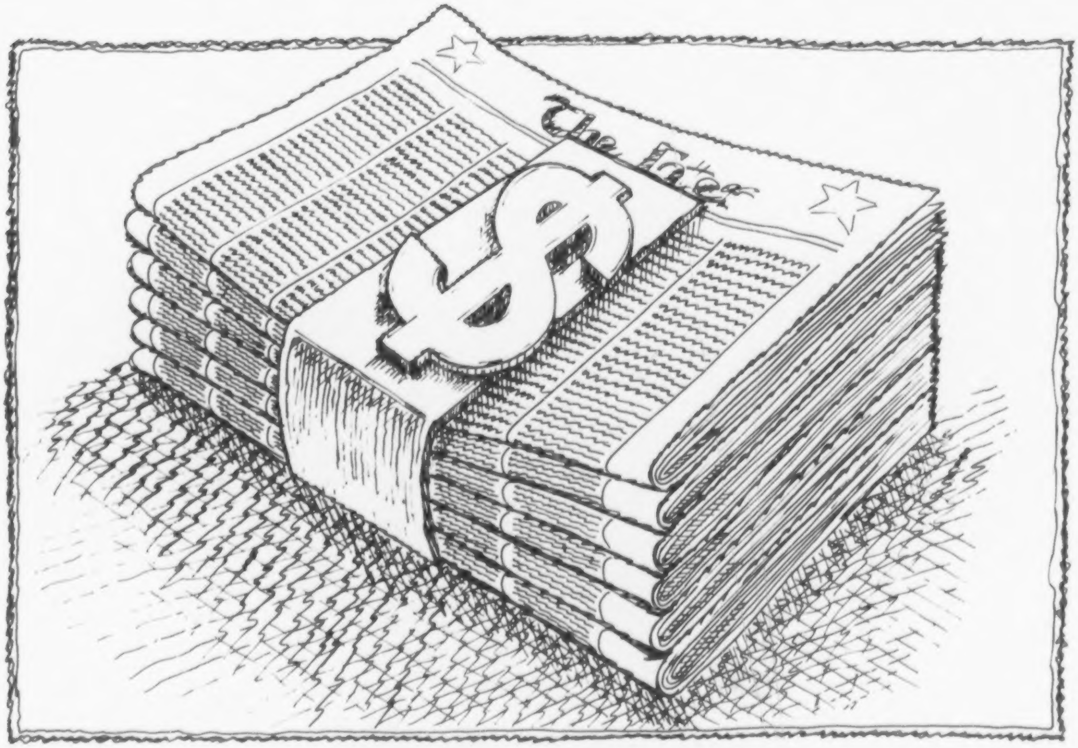
Gannett Chairman Allen H. Neuharth leaves JOA hearings flanked by attorneys Lawrence J. Aldrich (left) and John Stuart Smith.

Detroit JOA public hearings draw to close

At press time, public hearings into the proposed joint operating arrangement between Detroit's two daily newspapers were nearing an end.

The hearings began Aug. 3 in Detroit [**presstime**, May 1987, p. 58]. Following their conclusion, administrative law judge Morton Needelman will make a recommendation to Attorney General Edwin Meese III whether to approve the JOA application of The Detroit News, a Gannett Co. newspaper, and the Detroit Free Press, which is owned by Knight-Ridder Inc.

Testimony at the hearings revolved around whether the Free Press meets the definition of "failing newspaper" under terms of the Newspaper Preservation Act. That 1970 law allows newspapers to combine their production, circulation and advertising functions while retaining separate news-editorial operations if one of them is in probable danger of financial failure. ☐



Mutual libel seminars save your paper money.

The best way to avoid the expense of libel and privacy suits is to avoid having such suits filed in the first place, but keeping pace with the rapid changes in libel and privacy law makes this difficult. That's why the personnel of so many newspapers attend the seminars on the prevention of libel and privacy suits offered by the Mutual Insurance Company of Hamilton, Bermuda.

"How To Prevent Libel and Privacy Suits" informs newspaper professionals about the current status of libel and privacy law in order to prevent costly suits. The one-day seminar offers legal expertise and explanations of recent court decisions involving libel, public and private people, actual malice, negligence, embarassing truths, lies, distortions, and mean methods, in multimedia presentations and question and answer sessions.

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Telecommunications

Minitels have Capitol showing

Minitels, the small terminals used in the French Teletel videotex service, have been sprouting up in the United States.

They were demonstrated July 30 for members of Congress and their staffs in a Capitol Hill hearing room. In addition to the French service [**presstime**, Aug. 1987, p. 44], a U.S. videotex service, CompuServe, was shown. The House Telecommunications and Finance Subcommittee sponsored the hands-on presentation.

Minitels also are being used in a videotex project in the Houston area. U.S. Videotel, owned by Encode International Inc. of Houston, offers three types of services: information, transactions and communications. One part of the project, emphasizing business-to-business communication, has been launched. Another part, aimed at residential users, will begin later this year.

In addition to the Minitel terminals, which are leased to subscribers, the services of the Houston project are accessible via personal computers. U.S. Videotel is currently negotiating contracts with two newspapers to provide information for the project, according to George L. Walls, area manager of residential sales. □

Voice information sparks interest

More than 30 newspaper executives have indicated an interest in helping ANPA determine how voice information services can be used by the newspaper business.

Voice information services is a term that covers a variety of different types of services, from sophisticated message-taking systems to interactive information services [**presstime**, June 1987, p. 24].

In a July 14 letter to ANPA member newspaper executives, ANPA Telecommunications Committee Chairman Robert M. Johnson, publisher of Newsday on Long Island, N.Y., said his committee is collecting information on the services and invited them to take part in a meeting on the topic.

"We were pleased with the response," said Jane Wilson, ANPA assistant director of telecommunications affairs. The meeting, which will be in early 1988, will not be a seminar on voice information services, she stressed. "We will expect the people participating in this meeting to help us come up with an assessment of how these technologies can be used by the newspaper business," she said. □

Information on telephone use gets scrutiny

ANPA has urged the Federal Communications Commission to prohibit telephone companies from assembling or sharing certain telephone subscriber data.

In comments submitted Aug. 5 to the commission, the Association said the information could be used by the telephone companies in an anticompetitive manner.

A telephone company "as a provider of basic service has considerable information on customers, such as preferred features, volume of toll calls, service change, payment patterns," the Association said. It argued that this information could be used to market enhanced services, either by the telephone company itself or by another company with which the phone company decides to share the information.

ANPA asked the commission to reconsider its recent Computer III decision and include such a prohibition [**presstime**, May 1987, p. 62]. □

Bells' voice mail should be only trial, ANPA says

If the Federal Communications Commission approves the plan of two Bell operating companies to provide voice mail services, it should only do so on a trial basis, ANPA has urged the agency.

Pacific Bell and Nevada Bell have requested FCC authorization to offer the services. They also would have to obtain a waiver from the consent decree governing the breakup of AT&T.

ANPA noted that the companies must comply with FCC rules for so-called "comparably efficient interconnection," designed to enable competitors to obtain basic services on an equal basis with the carrier's own enhanced service. The Association said approval on a trial basis would allow the FCC to determine whether the CEI implemented by the BOCs meets competitors' needs.

ANPA also sought clarification of several aspects of the plan submitted by the two companies. □

Postal Affairs

Rules on supplements 'merit attention,' ANPA counsel says

The U.S. Postal Service is seeking comment by Sept. 7 on still more proposed rules governing supplements to second-class mail pieces including newspapers.

The new proposal abandons some previous USPS ideas to which ANPA had objected but contains several requirements that Tonda F. Rush, ANPA assistant general counsel, said "still merit attention."

Dropped from an earlier version were a limit on the number of pages of supplements a newspaper may carry and a requirement that all supplements carry the line "supplement to" followed by the name of the newspaper.

ANPA had said such rules would force some smaller newspapers to turn away advertising and create other hardships [**presstime**, March 1987, p. 49].

The Postal Service most recently proposed, among other things, that:

- The "supplement to" line be mandatory for non-advertising supplements and "be a recommended but voluntary identifying marking" for advertising supplements
- No supplement be longer or wider than the newspaper in which it is contained
- Product samples—including "envelopes containing enclosures," such as cents-off coupons—not be eligible as supplements
- The mailing address and title of the publication appear on the same side of the mail piece
- Publishers, when inserting supplements in the paid newspaper that also will be mailed via third-class, be required to insert those supplements so that the mail indicia be concealed.

USPS earlier had proposed that supplements carried in the newspaper not be permitted to carry any indicia at all, and publishers said that would result in unnecessary extra expense. ANPA is studying the proposed changes. □

Rate case advances

Proceedings in the new U.S. Postal Service rate case picked up speed in August as USPS experts testified in 13 days of hearings about the need for more revenues.

USPS filled 15 loose-leaf notebooks in responding to written questions submitted by ANPA and other parties.

ANPA, which concluded on a preliminary basis that the rate package is favorable to the newspaper business, in late August was drafting its formal position in the case [**presstime**, July 1987, p. 58]. □

State and Local

Press groups sue to overturn Florida ad tax

A lawsuit seeking to throw out the Florida ad tax was filed in early August by the Florida Press Association, joined by Media General Inc., which publishes The Tampa Tribune, and by two television stations and a Florida retailers' group.

Other suits are pending from other newspaper companies, said Faye B. Davis, FPA assistant executive director. No hearing dates have been set on any of the media suits. (See essay, p. 36.)

As those suits and others by advertising related interests await action, one weekly newspaper group in Florida is seeking support in its crusade to end the tax. Rather than have many redundant efforts by newspapers, Publisher Derek Dunn-Rankin and Executive Editor Don Moore of the weekly Venice Gondolier and five sister weeklies in the Sun Coast Media Group have asked other Florida newspapers to cooperate with their effort.

The Gondolier launched a campaign called "The People's Tax Revolt" as a means for newspapers to collect signatures for a referendum on the tax. Cooperating newspapers print ads and coupon petitions that people may send to a larger political action committee called S.T.O.P (Sales Tax Oppressing People).

So far, 50,000 people have signed petitions requesting that Florida voters be able to decide the issue in the next general election in November 1988. Nearly 343,000 signatures are needed to put the issue on the ballot.

Florida Gov. Bob Martinez, who supports the advertising tax, also supports a non-binding referendum on the question and will ask the state Legislature to include it on the ballot for Florida's March 8 presidential primary. ☐

Colorado court exempts sales to distributors

Culminating five years of litigation, the Colorado Supreme Court has revoked retail sales tax assessments on papers sold to carriers and independent distributors.

The court ruled July 27 that the sales are exempt because they are wholesale transactions.

The city of Denver tried to assess the tax on The Denver Post and Rocky Mountain News for newspapers sold to their independent carriers. ☐

World Press

Panama shuts three dailies

The government-mandated closure of three daily newspapers in Panama during a political crisis there sparked an international media outcry.

ANPA sent a telegram to Panamanian President Eric Artuo Delvalle and Armed Forces Commander Manuel Antonio Noriega, strongly protesting the July 26 closing of La Prensa, Extra and El Siglo as well as broadcast stations in the country. The American Society of Newspaper Editors also sent a protest telegram.

The Inter American Press Association dispatched a delegation to Panama in an unsuccessful attempt to meet with Delvalle and Noriega. IAPA President Alejandro Miro Quesada of El Comercio in Lima, Peru, noted that the country is now one of four in the hemisphere where newspapers have been closed by their governments. The others are Cuba, Nicaragua and Paraguay.

With regard to Nicaragua, six press groups in August called upon Nicaraguan President Daniel Ortega to honor the Central American peace agreement he recently signed and allow closed daily La Prensa to publish again. The letter to Ortega was signed by Freedom House of New York City, ANPA, ASNE, IAPA, World Press Freedom Committee, International Federation of Newspaper Publishers (FIEJ) and International Press Institute. ☐

M'Bow may stay on at UNESCO

Will Amadou Mahtar M'Bow extend his term as director general of UNESCO?

According to the newsletter of the World Press Freedom Committee, M'Bow wants to stay on at the helm of the Paris-based United Nations Educational, Scientific and Cultural Organization for two more years. M'Bow has served two terms, a total of 13 years.

UNESCO has been the site of debates over the establishment of a "new world information order," something that free-press nations have vigorously opposed [**presstime**, June 1986, p. 54]. A new director general is scheduled to be elected at UNESCO's General Conference Oct. 20-Nov. 21 in Paris.

UNESCO spokesman Doudou Dienne said M'Bow has refused to comment on press reports that some delegations at UNESCO headquarters have discussed the possibility of M'Bow extending his term in office if the election is deadlocked. ☐

Transportation

Rail strike halts national service in Canada

Canadian railway workers struck Aug. 24 after talks between nine unions and Canadian National Railways and Canadian Pacific Rail deadlocked over job security, wages and other issues. The strike shut down national rail service, but at press time, the parties had been brought together through a mediator.

Officials said the federal government would intervene if those talks failed.

Union officials wanted job protection for workers with at least four years of service. Railroad executives said they want to cut costs and would not make such a guarantee.

The 48,000 union members had worked without a contract since December 1986.

Canada's last national rail strike occurred in 1973. It lasted two weeks until Parliament issued a back-to-work order. The contract dispute later was settled through arbitration.

Railroad cars are used to transport the majority of Canadian newsprint used by newspapers in North America.

Also on the transportation labor front in Canada, a tentative settlement has been reached between BC Rail and seven unions in British Columbia.

Provincially owned BC Rail is the third largest railroad in Canada [**presstime**, Aug. 1987, p. 54]. ☐

Analysis provided of trucking costs

The Private Truck Council of America reported that it costs an average of $1.63 per mile for trucking fleets to operate, with tractor-trailer fleets averaging $1.38 and trucks and van lines averaging $2.13.

Most expenses for tractor-trailer fleets are for equipment maintenance, whereas for trucks and van lines driver salaries are the biggest cost item, the PTCA reported.

Overall, drivers' salaries account for slightly more operating costs than the equipment—71 cents per mile for salaries and 68 cents for equipment. ☐

Railroad on track

Wisconsin Central Ltd. announced a tentative financing agreement for its acquisition of 2,000 miles of Soo Line Railroad lines in Minnesota, Wisconsin and Michigan. Wisconsin Central is expected to begin operations this month. ☐

Constitution is 200 years young

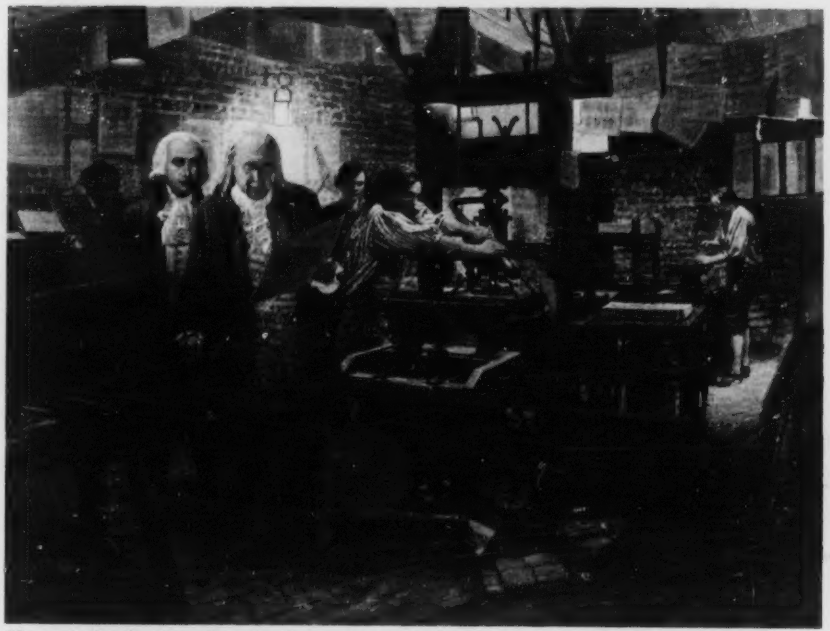
Organizers have laid the finishing touches on plans for "A Celebration of Citizenship," which expects to reach more than 66 million students Sept. 16 in a day-long "teach-in" about the Consitution.

Through local Newspaper In Education coordinators, "a lot of newspapers are putting on workshops for teachers, telling them what to teach that day," said Claudia Haskel, ANPA Foundation's project director for the event. Lesson plans have been designed to prepare students for the following day's observance of the bicentennial of the document's signing.

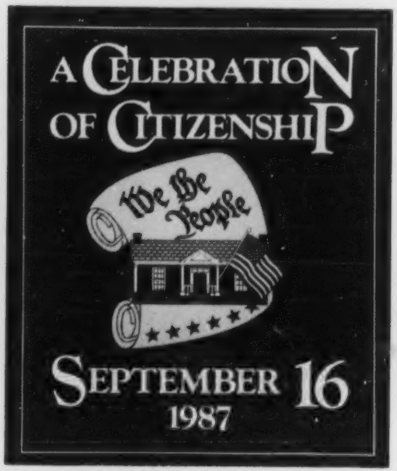
ANPA Foundation and the Commission on the Bicentennial of the United States Constitution are cosponsoring "A Celebration of Citizenship" with 12 national education organizations.

Over the summer, when extra corporate funding became available, the program expanded to involve, potentially, the entire U.S. population through a nationally broadcast ceremony [**presstime**, July 1987, p. 62]. At 1 p.m. EDT on the 16th, ABC will begin televising a special half-hour program, covering school activities related to the bicentennial.

The official ceremony, to be aired by the television networks, will start at 1:30 p.m. EDT. It will feature President Reagan leading the nation in the Pledge of Allegiance from the West Front steps of the Capitol in Washington, D.C. Other scheduled participants are retired Chief Justice Warren E. Burger, chairman of the bicentennial commission; congressional leaders; cabinet members; and American youth participating in marching bands and other ways.



New painting by Mort Kunstler depicts James Madison and Benjamin Franklin examining printed copy of Constitution. The Printing Industry of the Carolinas is offering reproductions for $150 unframed or $250 framed, benefiting PICA Foundation educational activities.



Poster promotes the event.

In a press briefing Aug. 20, Burger said the national civics lesson would be patriotic, educational and entertaining. It kicks off four years of bicentennial celebration, continuing through 1991—200 years after ratification of the Constitution's first 10 amendments, the Bill of Rights.

Newspapers across the country have been participating in "A Celebration of Citizenship" primarily through their NIE programs. In late August, ANPA Foundation mailed full-page, camera-ready ads to newspapers in preparation for the day.

Among special newspaper projects surrounding the Sept. 16 event, the Houston Chronicle is conducting a day-long symposium, "America's Framework 1787-1987," at which Houston leaders will speak about the Constitution. Participants will see the entire live broadcast from Washington via big-screen television. Outstanding social studies students, nominated by school districts in the Houston area, will be honored at the symposium.

In Florida, a three-day speaking tour by state Education Commissioner Betty Castor was organized by the statewide NIE program specialist, Barbara Shapley. The tour will culminate Sept. 16 in Fort Myers, when Castor addresses high school journalism students in an event coordinated with the Fort Myers News-Press.

Newspapers have been most involved in commemorating the bicentennial in ways not directly related to "A Celebration of Citizenship."

"What newspapers are doing about the Constitution is phenomenal," the Foundation's Haskel said of this year's proliferation of special sections, Sunday magazines, commentary, and stories about the Constitution in America's past and present.

One unusual project involves historians at Johns Hopkins University in Baltimore, The Farmington (N.M.) Daily Times, newspapers in 11 states and Gannett Foundation. Using the Daily Times' production facilities, the historians have been producing their version of a 1787 newspaper, primarily under a grant from Gannett Foundation.

The first edition of The Liberty Gazette, as the special newspaper is named, was published the week of May 20. The paper has been carried as an insert by newspapers in 11 states, including the Daily Times and six others in New Mexico. The last edition is scheduled to appear Sept. 23. □

Reading campaign enters new phase on Literacy Day

ANPA Foundation will kick off a new phase in its Press To Read campaign by meeting on International Literacy Day, Sept. 8, with leaders of 20 educational organizations.

The meeting is an attempt to broaden the Foundation's three-year assault on illiteracy by taking the campaign beyond the newspaper industry, said Carolyn Ebel Chandler, manager/literacy programs for ANPA Foundation.

The Foundation will develop cooperative projects with the educational organizations, including the International Reading Association, whose 72,557 members are professional reading educators. IRA sponsors International Literacy Day.

"The primary focus in the program's first phase was to create awareness within our industry about the nature of the national illiteracy problem," said Charles T. Brumback, chairman and president of ANPA Foundation, and president and chief executive officer of the Chicago Tribune Co.

"This we have accomplished," he said, citing illiteracy projects ~~by~~ hundreds of newspapers. Now "we will apply our energies to support the experts who will do the actual teaching of reading." ☐

NIE workshops lauded by participants

Workshops to help teachers use the newspaper in the classroom have been effective, according to a survey by two researchers from Miami University.

Seventy-eight elementary and secondary school teachers who participated in 35 workshops in 13 states during Newspaper in Education Week last March responded to the survey.

More than a fourth said the sessions helped them to teach art, math, science, social studies and English; another 23 percent appreciated the focus on vocabulary and spelling; others cited the value of using newspapers for teaching critical thinking.

The survey, conducted by professor Allen Berger and research assistant Irene Lang Kleiman, was sponsored by the Gannett Foundation "to determine what makes a successful newspaper workshop and how it influences education in the classroom."

According to statistics compiled by ANPA Foundation, at least 43,748 teachers participated in 1986 NIE Week activities. ☐

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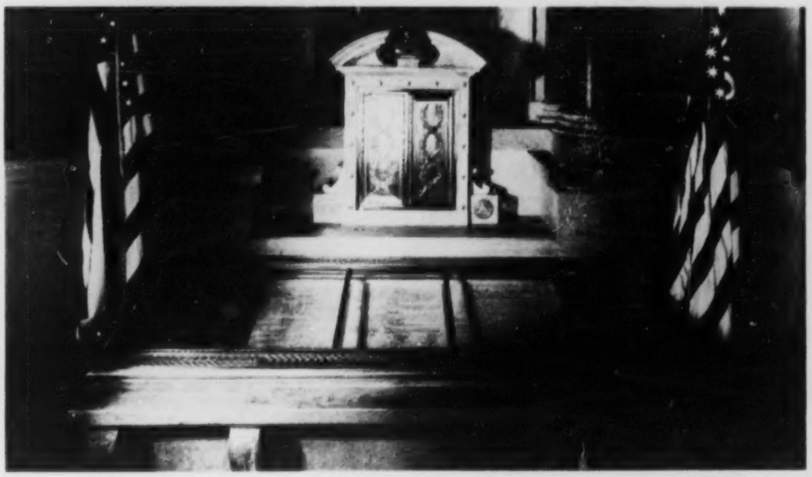

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The words we live by

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Another look at credibility; weather pages also studied

BY GUIDO H. STEMPEL III

The glut of credibility studies in the last several years has found that some people trust newspapers and some people don't. The next question has to be, "Who are those people who don't trust the media?" An article by Cecilie Gaziano and Kristin McGrath in the summer 1987 Newspaper Research Journal offers some answers.

Gaziano, research analyst for MORI Research of Minneapolis, and McGrath, president of MORI, draw on the ASNE credibility study, which they directed [**presstime**, May 1985, p. 56], for a psychographic analysis. They found the group most critical of the press consisted of well-educated, conservative, high-income people whom they termed "sophisticated skeptics."

This group expressed substantially less confidence in newspapers and television than other respondents did. They also gave lower ratings on honesty and ethical standards to newspaper reporters, television reporters, television anchors and newspaper editors.

The "sophisticated skeptics" believed that Democrats, labor union members and people on welfare get coverage that is too favorable, while Republicans and military leaders do not receive enough favorable coverage.

There are two reasons that newspapers need to be concerned about the "sophisticated skeptics." One is that they tend to be opinion leaders in their communities. The other is that while they are more interested in news than other respondents, they are less loyal to their local newspapers.

• • •

USA Today's impact on newspaper graphics is widely talked about by newspaper people. Certainly one of its most apparent efforts in graphics is the weather map. How much impact has this had? Not a great deal, according to a study in the Summer 1987 Newspaper Research Journal.

Mark Monmonier, professor of geography at Syracuse University, and Val Pipps, design chief of the Gary (Ind.) Post-Tribune, studied 26 newspapers in the 14 cities where USA Today was first introduced. They looked at weather sections in those newspapers six months before USA Today's debut and again about 30 months later.

Monmonier and Pipps found some change in the presentation of weather information—but no stampede to imitate USA Today [**presstime**, March 1987, p. 16]. They concluded that the weather sections in 11 of the 26 papers were virtually unchanged; just two had added color to weather maps (two had that feature before USA Today's launch), and only four made their maps larger.

They also found that seven papers had added regional weather maps after USA Today appeared. In so doing, they were exploiting an advantage they have over the nationally circulated USA Today. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Scarborough's findings parallel Simmons'

Sunday newspaper readership shows a healthy gain and daily readership is virtually holding its own, according to figures released by Scarborough Research Corp. in a survey of the top 50 markets plus Des Moines.

The survey, in which 61,026 adults were interviewed, found that 73.7 percent read a Sunday newspaper, and 68 percent read a daily newspaper. Overall, the study represents 117 million adults, Scarborough estimated.

The survey results are broken down into 51 areas of dominant influence, 74 metropolitan statistical areas and 12 local newspaper-defined markets—the largest number of areas ever for a Scarborough study.

The Scarborough results were close to those of Simmons Market Research Bureau Inc., which released its top-50 survey earlier in July [**presstime**, Aug. 1987, p. 37]. Simmons had reported that Sunday and daily readership were 72.3 and 67.1 percent, respectively. The Simmons study was based on 106,000 telephone interviews in 56 markets, including the top 50.

The two firms conducted a joint survey in 1985 but then elected to go separate ways. The 1985 results showed that 69.7 percent said they read a Sunday newspaper, and that 68.4 percent read a daily paper on an average weekday. Researchers caution that exact comparisons between the 1987 and 1985 studies cannot be made because the samples and methodology varied somewhat. □

'Benchmark survey' set this year on readership

Response Analysis Corp. of Princeton, N.J., has been selected by the Newspaper Advertising Bureau to conduct a national study of adult newspaper reading habits.

The study is sponsored by the Readership Task Force of the Future of Advertising Project. It was described as "another benchmark survey" by Reg Murphy, president and publisher of The Baltimore Sun and task force chairman.

The overall cost of the project will be in excess of $250,000, said Albert E. Gollin, NAB vice president and associate director of research.

Results of the study will be compared with readership trends shown in similar surveys conducted for the erstwhile Newspaper Readership Project in 1977 and 1982.

Response Analysis conducted a national classified ad study for NAB in 1986 and did the field work for the 1983 NAB study, "How America Shops and Buys."

The survey field work is scheduled to begin in October. James H. Fouss, president of Response Analysis, said a national probability sample will be taken in which 2,000 persons across the country will be interviewed face to face.

Results will be projectible to all the households in the United States, according to Fouss.

Respondents will be asked if they read yesterday's newspaper. Those who say they did will be shown a copy of the paper. For that purpose, interviewers will have available copies of the previous day's editions of every newspaper that has at least 5-percent local market penetration. Pages will be shown at random. Each respondent will be asked whether he or she actually read those specific pages.

People also will be asked where they get their information—from newspapers, television, radio, magazines or other sources.

In addition to benchmark questions posed in 1977 and 1982, there will be queries on topics that have become more important in recent years, Gollin said. Those include the rise in Sunday readership, single-copy sales, classified-ad readership and "no time to read."

"The initial reports on the results of this important survey will be made to the American Society of Newspaper Editors and ANPA in 1988," said Gollin, who is directing the study for the task force. "We will be supplementing these with a series of detailed written reports and other industry presentations throughout the year." □

Racial diversity is emphasized in Orlando Sentinel program

The Orlando Sentinel has met a goal only dimly visible, if at all, at most other U.S. newspapers—the racial diversity of its staff exceeds that of the community at large. And in the newsroom, the Sentinel staff is approaching that level.

Minorities make up slightly less than 14 percent of the Orlando population. They are 11 percent of the Sentinel's editorial staff and 15 percent of all Sentinel personnel, the company says.

But the paper has found that an even more formidable task remains: to make its news and feature pages also representative of its community.

To reach that goal, the Sentinel developed a program to put more of its money, time and energy where its mouth is. And to practice until it gets it right.

A systematic approach began with formation of an in-house committee last January, which for three months pored over editions published between Jan. 4 and Jan. 17. Each section was analyzed to determine whether minorities were included in stories and art, whether they were used as sources, and whether they were portrayed in a positive or negative light.

The consensus was that the Sentinel was doing a satisfactory job but not nearly enough to reach its goal of fully reflecting racial diversity.

Sentinel Editor John Haile directed that most of the committee's recommendations for change be implemented within 90 days.

Key deficiencies cited by the committee were virtually non-existent coverage of the Hispanic community, inadequate use of minority sources in routine stories, and lack of contacts between reporters and minority communities.

Some of the remedies being pursued:

- A Spanish course, currently attended by 10 newsroom staff members, may help break down the language barrier.
- Editors direct reporters to seek sources and viewpoints from varying racial backgrounds, whenever possible.
- Job responsibilities of editors, reporters and columnists include visits to minority communities to establish better familiarity and cultivate new sources.
- Reporters and editors take care not to identify people by race in news stories, unless race is truly relevant.
- Photographers, artists and editors seek to reflect Orlando's ethnic mixture in photos and graphics.

While even the best laid plans don't guarantee improvement, Assistant Metropolitan Editor David Porter said he's already seen progress, especially in the feature sections.

"Hardly a week goes by that I don't see stories that touch on or include minorities," he said. "They have taken routine stories and made an effort to include minorities."

In a year, the paper plans to start the process all over again with another content analysis and further recommendations. □

NATIONAL ASSOCIATION OF BLACK JOURNALISTS
"WORDS, PICTURES AND SOUND PAVING THE ROAD TO PARITY"

Durell Hall

Albert Fitzpatrick, assistant vice president of Knight Ridder Inc. and president of the National Association of Black Journalists, responds to questions at NABJ's 12th annual convention in Miami. More than 1,100 journalists registered for the Aug. 18-23 convention.

Eleven awarded ANPA Foundation minority fellowships

Ten newspaper employees and a college journalism teacher have been awarded ANPA Foundation minority fellowships for the second half of 1987.

The semiannual fellowships cover travel, registration and lodging expenses for attendance at training seminars sponsored by ANPA and other newspaper organizations [**presstime**, March 1987, p. 75].

Since the program began in 1981 to expand management opportunities for minorities, the Foundation has awarded 129 fellowships.

Winners of the current fellowships, and the training sessions they were selected for, are:

- John A. Taylor, labor relations and legal affairs manager, The Detroit News; and Frank E. Lopez, assistant managing editor, Mesa (Ariz.) Tribune—ANPA Management Development Workshop, Austin, Texas, Sept. 21-24.
- Ray Marcano, medical reporter, Dayton (Ohio) Daily News and Journal Herald; and Eugene Kane, reporter and features/entertainment columnist, The Milwaukee Journal—The Poynter Institute seminar on Writing: Writers & Editors, St. Petersburg, Oct. 4-9.
- Roosevelt Wilson, assistant professor of journalism, Florida A&M University, Tallahassee—American Press Institute seminar for journalism educators, Reston, Va., Oct. 4-9.
- Lorraine E. Branham, Burlington Neighbors editor, The Philadelphia Inquirer; and Josie Cantu-Weber, news features editor, El Paso Times—Leadership in the Newsroom Workshop, sponsored by ANPA, the American Society of Newspaper Editors and Associated Press Managing Editors, Chicago, Oct. 5-7, or St. Petersburg, Nov. 30-Dec. 2.
- David R. Carranza, classified phone sales supervisor, Tucson Newspapers Inc.—API seminar for classified advertising managers, Reston, Nov. 1-7.
- James N. Crutchfield, metropolitan editor, Detroit Free Press—ANPA Advanced Management Workshop, Amelia Island, Fla., Dec. 7-9.
- David Drapeaux, circulation sales manager, Aberdeen (S.D.) American News—API seminar on Circulation Sales and Marketing Strategies, Reston, Dec. 6-11.
- Rhonda Chriss Lokeman, editorial writer, Kansas City Star Co.—API seminar for editorial page editors and writers, Reston, Dec. 13-18. □

Honoring historic journalism sites

BY DAVID PEASE

Donald Ring Mellet, publisher of the Canton (Ohio) Daily News, was walking in his yard on the morning of July 16, 1926. Suddenly, a man appeared and fired a shot that ripped through Mellet's head. The publisher fell dead.

The scene could have been one in a crime movie. But in reality, it is one of many episodes that constitute the history of journalism in the United States. Mellet was the victim of a gunman getting revenge for the newspaper's intense coverage of city government corruption.

As a result, the Society of Professional Journalists, Sigma Delta Chi, in 1976 designated Mellet's home as a historic site in journalism. It is one of about 80 locations in the United States that the national SPJ,SDX has recognized since 1942 as the scene of a significant event or accomplishment in the annals of journalism.

"The program has an internal as well as a public side," said University of Georgia journalism professor Wallace B. Eberhard. "Internally, it gives journalists a sense of their past. The program also attempts to keep our history alive for the public." Eberhard plans to compile a book of essays and photographs about the sites recognized by the SPJ,SDX program, the only one of its kind.

The idea of designating historic sites was the brainchild of Irving Dillard, a St. Louis Post-Dispatch editor and journalism professor, who was chairman of Sigma Delta Chi in 1940. He saw the program as a way of observing National Newspaper Week. (See story, p. 72.)

A Historical Sites Committee originally chose one site per year. Since 1965, the number selected has varied from one to six and averaged about three, according to Russell C. Tornabene, recently retired SPJ,SDX executive officer.

The organization installs informational plaques at or near each site to explain the historical significance. Traditionally, each new plaque is formally dedicated at a ceremony and reception.

Nominations for historical sites usually are made by local chapters of SPJ,SDX.

A granite marker in Old Bennington, Vt., denotes the first designated site—the location of the first print shop of Anthony Haswell. Haswell, editor and publisher of the Vermont Gazette, was jailed for fighting the Sedition Act of 1798.

The Advertiser in Montgomery has one plaque (top) honoring crusading editor Hall and another, from the local SPJ,SDX chapter, citing Pulitzer Prize-winning Editor Harold E. Martin.

Other sites include:

- The newsroom of The Advertiser in Montgomery, Ala., honoring Editor Grover Cleveland Hall's early 20th century campaign against the Ku Klux Klan
- Reid Hall on the campus of Washington and Lee University in Lexington, Va., commemorating the first formal instruction in journalism. It was proposed by Gen. Robert E. Lee, president of what was then Washington College, in 1869
- The lobby of the Associated Press offices at Rockefeller Center in New York City, commemorating the first leased wire used to transmit news
- The lobby of the Arkansas Gazette in Little Rock, honoring Editor John N. Heiskell and the Gazette as the oldest newspaper west of the Mississippi
- The Main Restaurant in Baraboo, Wis., marking the spot where Baraboo Republic Editor Ansel N. Kellogg developed the first newspaper syndicate in 1861
- The lobby of the Atlanta Daily World, honoring founder W.A. Scott II and the oldest black-owned and controlled daily in the United States
- Townsend's War Correspondents Arch in Gathland State Park, Jefferson, Md., recognizing the memorial to Civil War correspondents of both the North and the South
- 206 Hill St. in Hannibal, Mo., marking the site of the Hannibal Journal, where Samuel Clemens (Mark Twain) began his career in writing.

Sites designated this year were The Baltimore Sun, founded 150 years ago and one of the first successful penny newspapers; and the birthplace in Greenville, Ohio, of legendary broadcaster Lowell Thomas, a founder of the company that evolved into Capital Cities/ABC Inc. ☐

Pease, a Duke University senior, was a summer intern at **presstime**.

Project Watchdog funding grows

Project Watchdog has received more than $715,000 in contributions to date from media organizations and individual companies.

The public-service advertising project, dedicated to freedom of the press, is expected to generate more than $25 million in donated time and services by the time it ends in 1991, the bicentennial of the Bill of Rights to the Constitution.

Project sponsors are the Society of Professional Journalists, Sigma Delta Chi, and the Advertising Council [**presstime**, April 1987, p. 51].

The advertising is prepared, published and aired on a voluntary basis by ad agencies, newspapers, magazines and broadcast stations. ☐

Husband and wife who edit rival papers are careful about conversations at home

The executive editor of the Pasadena (Calif.) Star-News and the editor of the Daily News of Los Angeles get along quite well, even though their newspapers are rivals.

In fact, the editors are married to each other.

Robert W. Burdick, 39, was named editor of the Daily News July 31. He had been managing editor/news. His wife, Patricia Burnett, 40, was promoted on Sept. 1 from managing editor to executive editor of the Star-News.

Although the Daily News (morning, circulation 153,084) and Star-News (morning, 40,950) are not in head-to-head competition, the Daily News has some circulation on the western fringes of Pasadena. Both newspapers carry stories dealing generally with the greater Los Angeles area.

The husband and wife say they long ago resolved any notion of conflict of interest because of their jobs. At home, they talk about the newspaper business but never about specific assignments and projects.

Robert W. Burdick

Patricia Burnett

"It's old hat," said Burnett. She worked for the San Francisco Examiner for four years while her husband worked for the San Jose Mercury News. Later, she was on the staff of the Daily Camera in Boulder, Colo., while he was at The Denver Post.

Burdick and Burnett met in 1975 while both were working at the same paper—The Wichita Eagle-Beacon.

Despite their efforts to keep their separate jobs from causing any problems, once in a while things can be a little awkward.

Last January, for instance, just after the Rose Bowl game in Pasadena and just before the Super Bowl was to be played in the same stadium, Burdick sent a Daily News reporter to Pasadena for about a week, digging into records concerning safety factors there.

On the morning the first part of a series on Rose Bowl safety appeared, Burdick told his wife at breakfast, "You might want to read the Daily News today."

Said she: "They broke that story in my own back yard."

Said he: "She was not entirely pleased with that. But she would do the same thing to me. I'm sure of that." ☐

Writers don't always write right

It should go without saying that journalists should be masters of grammar. However, a University of Oregon School of Journalism survey reveals that many writers apparently have much to learn.

The survey asked editors, other journalists and journalism educators what language abuses bother them the most. One hundred questionnaires were distributed; 50 people responded. High on their lists of annoyances:

- Misuse of *it's* and *its*; *you're* and *your*
- Improper use of *like* as a preposition, as in "It looks *like* it will rain."
- Sentences that end with a preposition
- Pronoun-antecedent disagreement. It is incorrect to say, "McDonald's is promoting *their* new product." McDonald's is singular and should be referred to as *it* (or *its*).

The largest group of irritations consisted of incorrect and imprecise word usage such as:

- *Most unique. Unique* means one of a kind.
- *Hopefully* to mean *I hope. Hopefully* is an adverb that means *in a hopeful manner.*
- *Presently* to mean new rather than soon. *Currently* is the correct choice.
- Substituting *feel* for *believe*
- Confused use of *further* and *farther. Farther* expresses physical distance; *further* refers to degree, time or quantity.
- Using *since* to mean *because. Since* denotes a period of time; *because* gives a reason or cause.
- Saying something is *centered around. Centered on* is the correct usage.
- Misuse of *compose* and *comprise*. Individual parts *comprise* or make up a whole. A whole is *composed of* smaller parts.
- Overuse of *very, many, that, get* and *got, on, virtual* and *indeed.*

Journalists despise language that is vague, such as sentences that begin with *being* and forms of *there is,* and use of phrases such as *impact on* as a substitute for *affect,* or *prior to* for *before.*

Most also said they are bothered by words that have been recently contrived or given new meanings. Examples are computer-related words such as *retrofit, interface, upload, download* and *input.* ☐

Design society meets

The annual workshop and business meeting of the Society of Newspaper Design will be Oct. 15-17 in Austin, Texas.

It will feature four design exercises in news, features, business and sports. For more information, contact SND's Ray Chattman at The Newspaper Center in Reston, Va., at (703) 620-1083; or Peggy Itzen of the Austin American-Statesman at (512) 445-3660. ☐

Former newspaperwoman takes over as SPJ, SDX staff chief

Vivian E. Vahlberg, 39, a former Washington correspondent and former president of the National Press Club, is the new executive officer of the 20,000-plus-member Society of Professional Journalists, Sigma Delta Chi.

Vivian E. Vahlberg

Vahlberg was Washington correspondent for newspapers published by Oklahoma Publishing Co. of Oklahoma City from 1971 to 1976 and assistant bureau chief in Washington for the company from 1976 to 1983.

She was president of the National Press Club in 1982 and from 1983 to 1984 was vice president of the Press Building Corp., helping to oversee an $85-million renovation of the club's Washington, D.C., building.

She began her duties Aug. 15 at SPJ,SDX headquarters in Chicago, replacing Russell C. Tornabene, who resigned to head a firm that trains business and government officials in how to deal with the press. ☐

Creators Syndicate continues growth; large syndicates say they won't change policies

Tom Batiuk has become the latest artist or columnist to sign on with Creators Syndicate, whose liberal, across-the-board policy on ownership of material has caused a stir in syndicate circles.

For his new comic strip, "Crankshaft," Batiuk said he went with Creators Syndicate because its president and founder, Richard S. Newcombe, allowed him to retain the rights to the strip. "Crankshaft" features an acerbic school bus driver.

Batiuk is best known for "Funky Winkerbean," a comic strip featuring high school students that appears in more than 350 newspapers. It will continue to be syndicated by North America Syndicate.

Batiuk explained that his contract with NAS calls for "Funky Winkerbean" to come up for renewal every five years. If the syndicate wants to renew, the strip is renewed; if it wants to drop the strip, it can. Another provision allows the syndicate to drop the strip any time within the five-year intervals should revenue from it fall below a certain minimum, he said.

Conversely, Batiuk said, there are no provisions allowing him to move "Funky" to another syndicate. It is tied to North America for all time, he noted.

Explaining why he had signed a contract tying up the rights to his comic strip forever, Batiuk said, "I'd have done just about anything to get syndicated. I was just out of college, and I had a strip based on friends of mine." He said he signed with Publishers Hall in 1972, a syndicate long since absorbed into several companies that have become North America Syndicate.

Another such company was News America Syndicate, which Newcombe was heading as president when it was acquired earlier this year by The Hearst Corp. Newcombe left to start Creators Syndicate.

Its offerings now include advice columnist Ann Landers, editorial cartoons by Herbert Block (Herblock) and the comic strip "B.C." by Johnny Hart [**presstime**, July 1987, p. 64]. At the time of signing with Creators Syndicate, they, too, said they were attracted by its policy of allowing writers and artists to retain the rights to their material.

It is difficult to assess what effect Newcombe's approach to syndication may have had on other syndicates. Executives of large syndicates contacted by **presstime** said they have no plans to change their relationships with artists and writers, but they will not discuss specific situations.

Dennis R. Allen, vice president/creative director of King Features Syndicate, the parent company of NAS, commented: "No two contracts are the same. We regard the handling of contracts and negotiations as private events. We would be violating confidences of our clients if we discussed these matters in public."

Sarah A. Gillespie, director of comic art for United Feature Syndicate, said, "I think we could say our policy is to deal with each artist on an individual basis. Beyond that, it (the contract) is proprietary." She added: "Our feeling is that there's no real change in our basic attitude."

A smaller syndicate that was started in 1970 with a commitment to bringing a new approach to the business, Universal Press Syndicate, routinely provides that the artist or writer retain rights to the material, said Lee Salem, vice president and editorial director.

At the same time, Salem said some artists have an unfounded fear that if a syndicate retains the rights to a cartoon, it could someday fire the artist and hire someone else to draw it. It is not plausible to believe that anyone other than Gary Larsen could draw "The Far Side" or that someone could substitute for Garry Trudeau with "Doonesbury," he said, citing two of his syndicate's most popular offerings.

Salem also said that a periodic review of a strip's performance, such as the five-year renewal clause mentioned by Batiuk for "Funky Winkerbean," is reasonable because strips not being read or not being bought have to be dropped.

Batiuk said he believes other young artists sign up with syndicates for the same reason he did. "Basically you're presented with a choice of doing it their way or not being syndicated."

Asked whether he would advise other artists with new strips to insist on keeping the rights to their material, he replied: "I think they'd be darn fools not to do that."

He said he thought the freedom offered by Creators Syndicate will be good for the business. "There's never been an option in this business before. It's going to be healthy for the syndicates, because I think it will force them to be more creative."

—Gene Goltz

Media reporter's column will be syndicated by Post unit

The Washington Post Writers Group Sept. 2 will begin syndicating Post reporter Eleanor Randolph's column on the media.

Eleanor Randolph

Although many reporters and columnists report regularly on the media in newspapers throughout the country, Randolph's media column may be the first one offered for syndication, said William B. Dickinson, Writers Group editorial director.

Randolph, 44, has been the Post's media reporter since 1984. She previously worked at the Pensacola (Fla.) News-Journal, St. Petersburg Times, Chicago Sun-Times, Chicago Tribune and Los Angeles Times.

"When I started out in journalism about 20 years ago, the one rule was you never wrote about yourself and never wrote about the business," Randolph said. "It's funny how that has changed."

She said Timothy Crouse's book, *The Boys on the Bus*, an account of press coverage of the 1972 presidential election, may have influenced the trend toward the media covering the media.

As part of her beat at the Post, Randolph has written an occasional column on developments in the media, as well as her regular reporting of media stories including libel suits, joint operating arrangements and ethical issues.

For the syndicate, she will write one media column a week. Writing the column gives her "a few hours of pleasure," she said, and she will continue to devote most of her time to reporting assignments involving the media.

Randolph said when she was hired at the Post some debated whether there would be enough work for a reporter devoted exclusively to the media.

"Now some people ask how I am going to find a media subject (for a column) every week," Randolph said. "I've found some lean times, but I found an awful lot to do." ☐

'Garfield' reaches 2,000 plateau

The comic strip "Garfield" has become the second one to appear in 2,000 newspapers worldwide, according to United Feature Syndicate. "Peanuts," by Charles M. Schulz, also distributed by UFS, remains in first place, the syndicate said.

Created by cartoonist Jim Davis, "Garfield" was introduced in 41 newspapers in 1978. It now appears in publications in more than 37 countries and is published in 12 languages.

However, the 2000th subscriber was a U.S. newspaper—The Commercial-News in Danville, Ill.

The Garfield phenomenon has spread to books and television. Seven Garfield book titles once appeared on The New York Times Best Sellers List simultaneously, according to United Feature, and 23 Garfield books have been published. Three out of six Garfield television specials have won Emmy Awards for Outstanding Animated Program.

Cartoonist Davis explains the popularity of the lazy, overweight and cunning cat this way: "He has the courage to say and do a lot of things a lot of us would like to, but don't." ☐

Southam still seeks U.S. syndicate pact

A proposed joint news distribution operation between Southam Syndicate of Canada and Scripps Howard News Service has fallen through.

Southam officials would not comment on why the agreement did not go through as planned. But they said they are talking with other news organizations in pursuit of their plan to exchange news and features with a U.S. syndicate [**presstime**, Aug. 1987, p. 40]. ☐

Column catches on

About 50 newspapers have signed up to carry the new advice column of the Chicago Sun-Times, said United Feature Syndicate's director of comic art, Sarah A. Gillespie.

The feature made its debut Aug. 10 with twin columns by Diane Crowley and Jeffrey Zaslow. The two were winners of a nationwide contest to replace Ann Landers, who moved to the Chicago Tribune in March [**presstime**, July 1987, p. 64]. ☐

Books

Moral dilemmas get case studies

A seasoned journalist and an expert on philosophical ethics examine the moral dilemmas of modern journalism in *The Virtuous Journalist*.

Journalist Stephen Klaidman and Tom L. Beauchamp look at ethical questions through case studies on events such as the Rev. Jesse Jackson's derogatory comment about Jews, Gen. William Westmoreland's libel suit against CBS and coverage of AIDS victims.

The discussion in part delves into professional virtues and character traits needed for fair and accurate journalism.

The 246-page, hard-cover book is available for $19.95 from Oxford University Press Inc., 200 Madison Ave., New York, N.Y. 10016.

A catalog listing U.S. photojournalists

For those frequently calling on freelance editorial photographers, *The Editor's Guide to Freelance Photographers and Photojournalists* shows work samples of more than 500 of the nation's best freelancers.

Produced by Publishers Network Inc., the 520-page catalog is arranged by state, and each page is devoted to a separate photographer, showing address and phone number, background information and several sample photos.

Copies of the soft-cover book are available for $95 plus $6 for shipping and handling from Publishers Network, 828 Charcot Ave., San Jose, Calif. 95131.

'How-to' book explores use of databases

Tedious research can be streamlined almost beyond belief by using electronic databases, computer information expert Alfred Glossbrenner explains in *How To Look It Up Online*.

Glossbrenner examines the advantages of databases, how to use them, where to find them and how to evaluate them according to particular needs.

Copies of the 486-page, soft-cover book are $14.95 each, plus $1.50 for shipping and handling for the first copy and 50 cents for each additional copy. Quantity discounts are available. Contact St. Martin's Press Inc., Cash Sales Department, 175 Fifth Ave., New York, N.Y. 10010; (800) 221-7945. ☐

Circulation

Audits resume in Dallas

The two Dallas daily newspapers and the Audit Bureau of Circulations have reached an agreement that will allow resumption of circulation audits there.

In 1986, the ABC suspended audits of the Dallas Times Herald and The Dallas Morning News after the Times Herald filed a lawsuit against its rival and the audit bureau. The Times Herald charged that the Morning News had inflated circulation figures. It sought unspecified monetary damages against ABC and the Morning News [**presstime**, Dec. 1986, p. 56].

After three-way discussions among the parties, the Times Herald dropped its monetary claim against ABC in early August, clearing the way for ABC audits of both papers. The bureau will conduct audits for the year ended March 31, 1987, and then for the six months ending Sept. 30, 1987, said ABC President and Managing Director M. David Keil.

The Times Herald lawsuit against both parties will proceed, however, as will a countersuit filed by the Morning News against the Times Herald.

The Morning News contends internal audits show its circulation numbers are valid. The Times Herald claims the last valid ABC audit was for the period ended March 31, 1985, showing the Morning News at 368,683 and the Times Herald at 241,055. ☐

Saskatoon likes its morning paper

The Star-Phoenix in Saskatoon, Saskatchewan, is going to continue as a morning newspaper until at least next May.

The paper made an experimental switch from evening to morning publication on May 19, intending to change back to the p.m. cycle at the end of the summer [**presstime**, March 1987, p. 51]. But General Manager Ed Sebestyen said a 5-percent increase in circulation helped executives decide to retain the a.m. schedule.

Sebestyen said the average daily paid circulation for June was 62,073, which he said was an increase of 3,194 over June 1986.

Several surveys also contributed to the newspaper's decision. Seventy percent of its carriers said they preferred morning delivery, and 66 percent of readers who voiced an opinion liked it.

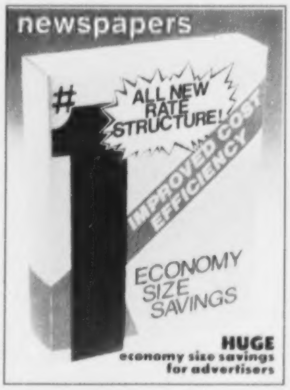
Sebestyen said he wants to complete a year of a.m. deliveries before making a final decision on the schedule. ☐

Rate-incentive program finally begins; over 280 newspapers offer discounts

Although it was supposed to have started last January, the 18-month newspaper trial of a rate-incentive program for package-goods advertising has only just begun.

The test is designed to determine whether a certain group of national advertisers will respond positively to a concerted move by newspapers to curb the differential between national and retail rates. New York City ad agency Young & Rubicam announced the test last December, saying that 23 dailies had agreed to a trial program for package-goods advertisers [**presstime**, Jan. 1987, p. 53].

Subsequently, the Newspaper Advertising Sales Association took over the task of compiling a master list of special rates offered by newspapers participating in a broader program to lure package-goods advertising.



Promotional brochure.

NASA did not finish accumulating rates from the more than 280 participating newspapers until mid-July, said NASA President Roy G. Blackfield, chairman and chief executive officer of Sawyer-Ferguson-Walker Co., an advertising representative firm.

Now, armed with the rates and a promotional brochure, NASA members are ready to hit the streets. "We are going out and making calls on every package-goods advertiser and agency in the country, whether it be a regional buy or a national buy," he said.

According to Blackfield, the rates, for a minimum of 13 quarter-page ads or their equivalent, provide an average 27-percent discount off the newspapers' regular national rates.

He said the newspapers participating in the program have combined circulation of just over 32 million—about half of total U.S. daily circulation.

The package-goods advertisers targeted currently spend 3 percent or less of their advertising budget in daily newspapers, Blackfield said. "Already we've had a response from a few, and we think we are going to have more. If it makes sense and we've increased our share of business, maybe newspaper publishers will look at the entire rate structure."

Blackfield said the first advertising buy made under the program was a regional order recently placed in the Dallas area by Campbell Soup Co.

Despite the start-up delay, Blackfield said he hopes a complete 18-month test still will be conducted. If so, it will run through the end of next year.

The American Association of Advertising Agencies intends to promote the program in its September newsletter, he said.

One advertising agency executive has been critical of the program. Joel S. Kushins, senior vice president, media director of Bozell, Jacobs, Kenyon & Eckhardt of New York City, called the program a "Band-Aid" approach to the rate-differential problem.

"There are a lot of good national advertisers in a lot of other categories" that would like similar inducements, themselves, he said.

Kushins said there are ways to structure rates to satisfy national advertisers who already use newspapers, including offering them "merchandising value" for their ads by distributing reprints to local retail outlets.

At the Newspaper Advertising Bureau, Executive Vice President Leo Bogart reported that newspapers have made "enormous progress" in addressing the rate differential problem. "What we are seeing is a greater complexity of rate structure than existed in the past," he said.

NAB's Future of Advertising Project has recommended that newspapers review the differential and consider offering special introductory rates to lure certain promising categories of national advertising, such as beer and proprietary drugs, as well as incentives for all national advertisers to repeat their ads.

"We don't expect immediate revisions of rate structures," Bogart said. "What we do expect is as newspapers start formulating their rate structure for 1988, they will be thinking very hard about the recommendation we put before them. And we have every indication that that is going on."

In related developments:

- Fifty-three percent of respondents to a recent survey by the International Newspaper Advertising and Marketing Executives said they believe retail/national differentials, beyond commissions, are "not at all justified." Of the 198 respondents, 87 percent said their newspapers charge more for national advertising than local. Nearly half said they plan to eliminate the differential. Of these, 71 percent said they want to do so within five years.
- Ottaway Newspapers Inc. adopted a policy of reducing the gap in rates. By the end of 1988, all 22 Ottaway dailies must either charge national advertisers buying at least 1,000 column inches annually no more than 25 percent above the retail rate, or establish a cost-per-thousand rate for a quarter-page national ad of $10 or less.
- The Philadelphia Inquirer initiated a local rate structure for national advertisers in its Sunday magazine and color comics.
- The Record in Hackensack, N.J., announced that it had achieved its goal of one rate for national and retail advertising at most volume levels.
- The Houston Chronicle introduced a program in which national advertisers that buy a schedule, or "flight," of ads receive a discount that brings the cost down to local rates.

—Margaret G. Carter

Kentucky survey finds newspapers top ad medium

When Kentucky residents were asked which medium they rely on most for advertising information, newspapers outdistanced the competition in every category.

For example, 65 percent said they rely on newspapers for grocery advertising, compared with 13 percent for the next-highest medium, direct mail.

Of the 80 percent of respondents who said they read newspapers on a regular basis, 72 percent said they very often or fairly often make purchases because of newspaper advertising, compared with 41 percent because of direct mail, 29 percent because of television and 23 percent because of radio.

The statewide survey of retail shopping habits involved 999 households. It was conducted by The Preston Group Inc. of Lexington, Ky., and Hamilton, Frederick and Schneiders of Washington, D.C., for the Kentucky Press Association and Kentucky Press Service. □

How to improve your advertising sales

BY CRAIG C. STANDEN

The Newspaper Advertising Bureau has compiled a list of 50 selling opportunities for newspaper advertising staffs—50 ideas which could be turned into ad sales before the end of the year. I'd like to share a few of them with you.

Craig C. Standen

Retail

One good idea would be to *review your zoned coverage* of subscribers and non-subscribers to see if your distribution areas can be made smaller. Jim Hollis, the bureau's expert on total-market-coverage programs and the ins and outs of competing with direct mail, shoppers and pennysavers, believes that shrinking our zones to help retailers pinpoint their advertising better is the most effective single strategy available to us.

Now is also a good time to take a hard look at your *non-subscriber product*. How does it compare in appearance and content with the weekly and shopper competition in your market? If you found it on your doorstep, would you pick it up and read it—or throw it away? Just having a non-subscriber product and a TMC program isn't enough any more. They have to be better than the competition. We are seeing cases where some advertisers will choose an excellent weekly newspaper over an excellent daily combined with a poor or mediocre non-subscriber product.

Be sure your zoned editions carry complete *information on how to place an ad*, including a telephone number and perhaps a map of all the zones. Remember, many of your readers are potential advertisers!

Do your *Christmas selling* early. Meet in September with your top retailers to review what you and the newspaper can do to meet their Christmas sales objective. For most retailers, October and November are just too late.

Remind those retailers—and every retailer in your market—that doing a *co-op inventory* before the end of October can help them generate extra money for Christmas advertising by spending all their earned accruals before they expire at year-end. It means more business for them, and you.

General

Is *health care* one of your fastest-growing ad categories? Be sure someone on your ad staff has responsibility for it. And no matter how you organize your sales effort, add punch with our new "Health Care" videotape presentation, designed for local sales calls on your area's hospitals, HMOs, doctors, dentists and insurance companies.

This month the bureau will have a new *travel presentation* designed for use with regional carriers, travel agents and tour packages. Use it as the centerpiece for sales calls aimed at getting a commitment for next year's advertising.

Encourage repeat ads. Doesn't it make sense to consider offering special incentives for repeat insertions of same-size ads run in a continuing schedule—incentives beyond your already established volume discounts?

1988 is a presidential election year. But most of the action, and most of the spending, will be local, with campaigns not only for governors, senators and representatives but also for state legislators, sheriffs, judges and others.

More importantly, the candidates will decide how to spend the money this year. Start *campaigning for those election dollars* now. Put together a list of likely candidates, party officials, local consultants and ad agencies. Get together with them and show them why and how they can get more bang for the buck in newspapers. So when the bureau's political advertising kit arrives on your desk in October, you'll be ready to spring into action.

Classified

As a promotion, *offer local realtors an extra day*, at an attractive special rate, to run their house ads with the word "SOLD" across the copy. This not only makes the realtor look good, it makes your classified section look even better.

Establish *seasonal pages* for categories like Temporary Help, Christmas Buying Guide and New Year's Resolutions. They'll make the paper more interesting, more useful and more profitable.

Develop a weekly bannered page of *business service classified* from painting and building contractors, floor covering stores, decorators, etc. Your local Yellow Pages are a prime source of leads for this kind of product.

Sponsor an automotive clearance event for local car dealers—perhaps in a downtown parking lot or as a mall event—and invite every dealer in town to tie in.

Use the bureau's *three recently completed studies of classified readership* in automotive, real estate and employment. They document the massive audience newspaper classified delivers—day in, day out, week in, week out—and you can tie your own local statistics in to double the selling power. If you haven't really studied these reports, you're missing some of the strongest selling ammunition the newspaper business has ever had. Make them the basis of your classified efforts. If you don't have these reports, order copies from our classified department.

You'll find these ideas, and 36 more like them, in a folder called "50 Selling Opportunities," which we put together from our presentation at the recent meeting of the International Newspaper Advertising and Marketing Executives. If you'd like us to send you a copy, call me or Pat Edwardes, my secretary, at (212) 704-4500. □

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime***.*

Telemarketing managers to organize

A national organization for newspaper retail telemarketing managers is being formed.

The idea of establishing such an organization, as yet unnamed, resulted from a two-day conference on newspaper telemarketing hosted by the Winston-Salem (N.C.) Journal in early June.

The organizational effort is "very much in the early stages," said Jeffrey P. Green, retail sales manager of the Journal. Kimberly R. Marion, Journal telemarketing manager, is coordinating the effort.

According to Green, the group plans to hold annual conventions and explore such subjects as the diversity of telephone systems and the management of a telemarketing department. □

'Facts' available

The Newspaper Advertising Bureau has published "Key Facts 1987: Newspapers, Consumers, Advertising."

Single copies are free and may be obtained from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036. □

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ANPA schedules 42 seminars for 1988

ANPA—through its Training Services Department, Technical Services and Technical Research Departments, Human Resources Department, Newsprint and Transportation Department and Foundation—has announced 42 training sessions to be held during 1988.

Additional seminars and conferences are under consideration.

They and any changes in the schedule listed below will be announced in presstime. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Except where otherwise noted, additional information about the following seminars is available from Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center, Reston, Va.; (703) 648-1126.

Leadership in the Newsroom
Jan. 11-13, San Francisco
March 28-30, Austin, Texas
June 6-8, Washington, D.C.
Nov. 14-16, Miami

Helps skilled journalists with the management part of the editor's job. A practical three-day workshop on the management skills needed by the mid-level newspaper editors. Instructors from the University of Chicago work with participants in role play exercises, small group assignments and other activities to perfect leadership, delegation, decision-making, communication and other necessary skills. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $550 for members of ANPA, ASNE and APME, $675 for non-members.

Managing People in the Circulation Department
Jan. 25-27, San Francisco
April 11-13, Chicago
Oct. 31-Nov. 2, Austin, Texas

Problem solving, motivation, performance appraisal—these and other key management skills are studied and practiced at this workshop. The workshop program was developed by the University of Chicago in consultation with representatives of the International Circulation Managers Association. Cosponsored with ICMA and the Newspaper Personnel Relations Association. Registration fee: $550 for members of ANPA, ICMA and NPRA, $675 for non-members.

Newspaper Executives Marketing Seminar
Feb. 7-13, Houston

Helps newspaper executives learn more about their newspaper and its market by being immersed in actual situations faced by newspapers and their management. An intense one-week seminar featuring 14 case studies—11 about newspapers—that challenge the participants to define, decide and act on problems of the modern newspaper environment. Cosponsored with the International Newspaper Marketing Association. Registration fee: $1,900 for members of ANPA and INMA, $2,300 for non-members.

Management Development Workshop
Feb. 8-11, Miami
May 16-19, Chicago
Dec. 12-15, San Francisco

Leadership, decision-making, communciations techniques, motivation and coaching, team building, meeting management, problem identification, and resolution—these and other important topics are addressed. Workshop participants take part in role plays, small work groups, and class discussions of real newspaper problems suggested by their colleagues. Registration fee: $675 for ANPA members, $800 for non-members.

Newspaper Personnel Workshop
Feb. 14-17, Chicago

Sponsored in cooperation with NPRA, this annual workshop is designed as an introduction to personnel management in the newspaper industry. Designed and run by newspaper personnel executives, the program provides a mix of internal expertise and external advice for the recently promoted or hired newspaper personnel professional. This workshop also provides participants with a network of colleagues in similar job positions who can be a valuable resource in further professional development. Registration fee: $350 for members of ANPA and NPRA, $375 for non-members. For more information, contact Patricia P. Renfroe, ANPA manager/personnel relations (703) 648-1069.

Budgeting/Planning Workshop
Feb. 15-16, Tampa

The goal of this workshop is to demystify the budgeting and planning process, so that managers—especially those with no prior financial training—will not see it as an annual ordeal, but a year-round opportunity to contribute to the operational and financial success of the newspaper. Topics include details of the planning process, building the operating budget, capital budget and cash flow, and a case study. Newspaper financial executives and planners serve as the faculty. Registration fee: $395 for members of ANPA and $495 for non-members.

Newspaper Sales Leadership
Feb. 22-24, New Orleans
May 9-11, Washington, D.C.
Sept. 26-28, San Francisco

The specific issues to be covered in this new management skills workshop especially for newspaper advertising sales managers will be determined by representatives of the International Newspaper Advertising and Marketing Executives, ANPA and the University of Chicago School of Continuing Education. The content and format of the workshop will closely follow that of successful ongoing workshops such as Leadership in the Newsroom and Managing People in the Circulation Department. This three-day workshop, cosponsored with INAME, will stress practical application of management skills and techniques. Role plays, small group and individual exercises, and discussion of management problems identified by the participants will be featured. Registration fee: $550 for members of ANPA and INAME and $675 for non-members.

Negotiating Strategy Seminar: Salaried Units
March 7-8, San Diego

This workshop is intended for newspapers whose labor agreements with white-collar units will expire within the next two years. Discussion will be directed principally at the issues emphasized in model contract proposals and at union bargaining goals that appear regularly in the course of negotiations. Participants may select other topics to discuss. The development of counterproposals, alternative strategies and drafting of desired language are features of the seminar. Registration fee: $300. For more information, contact Mary I. Sepucha, ANPA assistant manager/labor relations (703) 648-1073.

Advanced Management Workshop — March 7-9, Los Angeles; Sept. 19-21, Chicago

Designed for senior-level managers and directors from all departments and those who have completed one of these workshops: ANPA Management Development, ANPA/ASNE/APME Leadership in the Newsroom, ANPA/ICMA/NPRA Managing People in the Circulation Department or ANPA/INMA Management Skills for Newspaper Promotion. It reviews the management skills addressed in these workshops and involves study and practice with several other management challenges including managing change and conflict, and coalition or team building. Registration fee: $550 for ANPA members, $675 for non-members.

Total Newspaper Conference — March 13-16, St. Petersburg

Since 1966, this conference has helped prepare more than 800 newspaper men and women for greater responsibility and more authority. Participants explore the goals, challenges and capabilities of each newspaper department, while emphasizing the interdependence of all. Respected newspaper professionals lead sessions focusing on the editorial, advertising, circulation and production departments and on general management. Registration fee: $850 for ANPA members, $1,000 for non-members.

Newspaper in Education Conference — May 18-20, Atlanta

Provides an opportunity for NIE coordinators, directors and other newspaper personnel with responsibility for NIE programs to learn and work with those NIE coordinators with successful Newspaper in Education programs. Presentations by newspaper managers and educators cover starting and enhancing a NIE program. Small group sessions focus on specific educational newspaper and professional concerns and give participants suggestions and direction that can be used at their newspapers. Registration fee: $400, $525 for NIE vendors. For more information, contact Betty Sullivan, ANPA Foundation manager/Newspaper in Education (703) 648-1051.

Labor Relations and Technology Seminar — June 10-11, Atlanta

Held just prior to the ANPA/TEC, this seminar examines how rapidly changing technology has altered traditional concepts of labor relations. It covers the effects of technology and mergers on traditional bargaining concepts and their impact on employees. Drawing upon the expertise of panelists and one another, participants will develop strategy and language in both workshops and general sessions to combat resistance to technological change. Tours of selected ANPA/TEC displays will be conducted. Registration fee: $350. For more information, contact ANPA Assistant Manager/Labor Relations Sepucha (703) 648-1073.

Telecommunications Management Workshop: Connections III — June 10-11, Atlanta

This annual seminar for individuals with telecommunications responsibility, highlights the newest ways to enhance newspaper operations and reduce costs through technology. Connections will immediately precede the ANPA/TEC '88. Registration fee: To be announced. For more information, contact Deborah Walker, ANPA telecommunications sytems specialist (703) 648-1142.

Literacy Creators Workshop — August, Leesburg, Va.

A practical three-day workshop to assist newspaper representatives in developing action plans for home newspaper literacy projects. Participants bring to the workshop outlines of initial newspaper-office-brainstorming sessions and work within groups to further define potential projects tailored to individual communities. The workshop also features presentations by national literacy organizations and background data on national literacy needs. Strictly limited to 25 participants. Registration fee: $500. Includes seminar materials, meals and accommodations for three nights. Fore more information, contact Carolyn Ebel Chandler, ANPA Foundation manager/literacy programs (703) 648-1251.

NIE Instructor Training Seminar — Fall, Leesburg, Va.

Participants will learn to become self-reliant in giving presentations on the use of the newspaper as a teaching tool. They will study a variety of workshop models to develop flexibility, creativity, effectiveness and confidence. The seminar is designed to create highly motivated leaders with a firm knowledge of modern teaching and training techniques and a strong grasp of NIE curricula covering all grades and content areas. Registration fee: $500. For more information, contact ANPA Foundation Manager/Newspaper in Education Sullivan (703) 648-1051.

Health and Safety Symposium — Fall, Site: To be determined

Topics will include VDT issues, "right-to-know" laws including federal hazard communications regulations, industrial hygiene surveillance, assessment of alleged hazards, ink research, waste management and regulations, health and safety litigation, ANPA's accident reporting system, and health surveillance programs. Registration fee: To be announced. For more information, contact Richard W. Neergaard, ANPA manager/environmental services (703) 648-1221.

Newspaper Training Conference — Sept. 14-17, Chicago

An annual event designed for and by newspaper trainers, this conference enables training and development managers to meet and exchange ideas. The design and format allow for an interchange of information. General sessions feature speakers from inside and outside the newspaper industry, while smaller group activities focus on specific newspaper training issues. Cosponsored with NPRA. Registration fee: To be announced. For more information, contact ANPA Manager/Personnel Relations Renfroe (703) 648-1069.

Steven H. Star of M.I.T. leads discussion in marketing seminar.

Newspaper Packaging and Distribution Symposium III — October, Chicago

This will be the third symposium sponsored by ANPA focusing on developments in newspaper inserting, packaging, conveying and distribution, including robots, computer systems and total-market-coverage programs. Registration fee: To be announced. For more information, contact George R. Cashau, ANPA director/technical research (703) 648-1183.

Labor Relations Seminar — October, Pittsburgh

For over 14 years, this two-and-a-half-day seminar has assisted general managers, managing editors and employee relations executives to prepare for and to conduct union contract negotiations. It examines the impact of technology on contract language, the recapturing of management rights, Title VII regulations and court decisions, equal pay and comparable worth, and the challenges of union mergers in the publishing industry. Registration fee: $450. For more information, contact Charles Cole, ANPA manager/labor relations (703) 648-1070.

Management Skills for Newspaper Promotion **Oct. 10-12, Washington, D.C.**

Successful newspaper promotion requires participation and creative contributions of many people from different departments; this requires a special set of management and communications skills that are both studied and practiced at this workshop. Participants examine the promotion manager's creative, professional and managerial role. They also observe and practice several skills, including leadership, motivation and attitude setting. Cosponsored with INMA. Registration fee: $550 for members of ANPA and INMA, $675 for nonmembers.

Newsprint Seminar **Oct. 13-14, Chicago**

The fourth newsprint seminar to be sponsored by ANPA and the Technical Section of the Canadian Pulp and Paper Association will examine what lies ahead in the 21st century for newsprint and newsprint technology. The program will be of interest to newspapers, newsprint manufacturers, ink manufacturers, machinery manufacturers, advertisers, etc. Registration fee: $275. For more information, contact Joseph Prendergast Jr., ANPA manager/newsprint and transportation (703) 648-1103.

Hands-on technical seminars

Hands-on technical seminars, conducted by the Association's Technical Services Department, are held at The Newspaper Center in Reston, Va. Registration fee for each is $575.

The schedule for the second half of 1988 will be announced later.

Web Offset Newspaper Press Operation **Jan. 4-8**
Feb. 22-26
March 21-25, April 25-29, May 23-27, June 27-July 1

Pressmen will learn techniques such as web offset trouble shooting and quality control programs for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems and offset press care and maintenance.

Newspaper Quality Control **Jan. 25-29**
May 9-13

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Newspaper Color Scanner Operation **Feb. 8-12**
April 11-15

Newspaper production and management personnel will learn the skills needed for utilization of electronic scanning systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction, including the purpose of masking additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

Newspaper Process Camera Techniques **Feb. 22-26**
May 23-27

Production and management personnel will obtain working knowledge of the customary instruments used for process camera operation at a newspaper. Also, the seminar will introduce attendees to the proper use of contact screens, processor control, chemistry, films and diffusion transfer material. Lectures and demonstration on the Hell and Royal Zenith Scanners will be conducted. Instruction and operation of the ECRM Autokon camera will be provided.

Management Introduction to Newspaper Technology **March 7-11**

Management personnel are introduced to the latest developments in electronic editorial and production systems. The seminar is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information on these hands-on technical seminars, contact Arthur M. Boudreau, ANPA manager/technical training, at The Newspaper Center, Reston, Va.; (703) 648-1217.

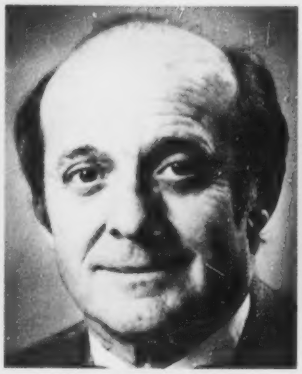
Direct-screen seminars available

In addition to the regularly scheduled seminars, ANPA in 1988 will offer special hands-on technical seminars to individual newspapers and newspaper groups on direct-screen color separating.

The seminar, which will be scheduled on request, covers the skills needed for utilization of direct-screen color systems. Participants are given a thorough background in color reproduction and the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses.

Registration fee is $575. For more information, contact ANPA Manager/Technical Training Boudreau.

Speeches


David Starr

Janet Chusmir

Jerry W. Friedheim

Robert MacNeil

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Meeting the Demands of Responsible Newspaper Ownership

James K. Batten, president, Knight-Ridder Inc., Miami. Mississippi Press Association annual convention, Biloxi, June 19

The Proposed Ban on Tobacco Advertising: A Threat to Free Speech

David Starr, publisher, Union-News, Springfield, Mass., and senior editor, Newhouse Newspapers. Testimony before the House Subcommittee on Health and the Environment, Washington, D.C., July 27

Forging Attitude Changes About Women in the Workplace

Janet Chusmir, executive editor, The Miami Herald. Hispanic Women's Network, Miami, June 27

Classified Advertising Managers Up Close

Joyce Richardson, classified advertising manager, The Washington Post. Association of Newspaper Classified Advertising Managers annual conference, San Diego, June 24

Helping Newspaper People Newspaper Better

Jerry W. Friedheim, ANPA executive vice president and general manager. North Carolina Press Association annual convention and trade show, Williamsburg, Va., July 24

To Kill a Messenger: The Ethics of Journalism

Earl R. Hutchinson Sr., professor of English and journalism and director/journalism program, English Department, Tennessee Technological University, Cookeville. Tennessee Tech College of Arts and Sciences lecture series on professional ethics, April 16. (Or see July 1, 1987, Vital Speeches of the Day, 389 Highway 17 By-Pass, Box 1247, Mount Pleasant, S.C. 29464.)

From the Association for Education in Journalism and Mass Communication annual convention, San Antonio, Aug. 1-4:

The Constitution and the Media

Robert MacNeil, executive editor, MacNeil-Lehrer NewsHour, Public Broadcasting Service

Online Databases and Newspapers: An Assessment of Utilization and Attitudes

Stanley I. Soffin, chairman, School of Journalism; and Carrie Heeter, director, and Pamela Deiter, graduate student and research assistant, Communication Technology Laboratory, Michigan State University, Lansing

Subscriber Behavior and Attitudes One Year After P.M.-A.M. Conversion

Professors Galen R. Rarick and James B. Lemert, School of Journalism, University of Oregon, Eugene

The Public Is Often Mistaken About the Media and Journalists

Professor Fred Fedler and graduate student Robert G. Davis, Department of Communication, University of Central Florida, Orlando

Circulation Practices and Pricing at Mid-sized Dailies

Robert G. Picard, associate professor, Manship School of Journalism, Louisiana State University, Baton Rouge

The Publisher as Official: Conflict of Interest or Libertarian Vestige?

Don Sneed, associate professor, School of Journalism, San Diego State University, and Daniel Riffe, associate professor, Journalism Department, School of Communication, University of Alabama, Tuscaloosa

Outstanding work rewarded

In the past two years, several newspapers have instituted programs to reward employees at all levels with hefty amounts of cash for outstanding job performance.

Although some papers such as the Chicago Tribune and the Los Angeles Times have had similar programs for years, it has just been recently that the practice has begun to spread through the business.

"The cost in relationship to the benefits is very small," said Sheldon (Shelly) L. Greenberger, vice president and director of advertising at the Fort Lauderdale News and Sun-Sentinel where an employee-recognition program is in effect in the editorial and advertising departments. Other newspaper executives echo Greenberger and cite benefits ranging from improved customer service to higher staff morale.

"The reason for instituting the program was to find a way of calling to everybody's attention the importance of customer service and doing so in a way that got everybody's attention and excited everybody," said Sam S. McKeel, publisher and chairman of Philadelphia Newspapers Inc.

The Philadelphia Inquirer and Daily News started their program July 1, 1986, and so far nine employees have received cash awards of $1,000, after taxes, for meritorious service. The first recipient was a garage helper. An advertising sales representative, a deputy metro editor and a circulation service clerk were among the other winners.

A nomination can be made for consistently high performance or for a one-time innovative achievement. Any employee can nominate any other employee. A 10-member committee of employees from various departments selects the nominees to be submitted to McKeel, who makes the final decision.

The Record in Hackensack, N.J., recently selected its second annual recipient of the $1,000 Chairman's Award, which recognizes outstanding employees. Retirees also are eligible to receive the award for outstanding community work. In addition to the cash award, recipients receive an engraved sterling silver tray, and their names are listed on a plaque displayed in the newspaper's main office. The first person to receive the award was an advertising layout supervisor.

The Hartford Courant began its Publisher's Excellence awards program at the end of 1985. Up to three awards are made quarterly. The nominations, which can be made by any employee, are reviewed by the human resources department, with the company's executive committee making the final decision on the employees to be honored.

Louise Leonard Galvin, the Courant's human resources director, said the awards are made not only to recognize outstanding performers but also "to honor people who understand the company's missions." Recent winners were a political columnist, a metro reporter and an employee benefits coordinator. The winners may choose from three prizes: $1,000; four days and three nights in Bermuda for two; or an extra week's vacation. Their names are inscribed on a plaque displayed in the newspaper's lobby.

In 1985, the Fort Lauderdale papers extended to the advertising department an employee recognition program started the previous year for editorial employees only. In advertising, four departmental salespeople of the month are named and rewarded with a $100 prize in cash or merchandise. The monthly winners are automatically nominated for four annual President's Awards of $1,000 each, after taxes, plus a trophy.

The annual awards are presented during a Saturday morning ceremony in a local hotel that concludes with a champagne lunch. Another $100 award is given for the sales presentation of the year, which is reenacted by the winner. The Sunday edition runs a house ad featuring the winners.

"We have a lot of young people, and the program gives them the opportunity to assimilate the culture of the company," Greenberger said. "People who do the best jobs are held up and recognized by their peers."

In the editorial department of the Fort Lauderdale dailies, five monthly awards of $100 are given. At the end of the year, three $1,000 awards are given for continuing outstanding contributions to the newspapers. Perhaps more important than the money, said Vice President and Editor Gene Cryer, is the presentation of a bronze sculpture to the winners. Cryer had editorial cartoonist and artist Pat Oliphant design and cast 31 bronze figures with upraised arms. They are signed by the artist and numbered. There also are three $400 runners-up awards presented during a reception at the city's art museum.

Scripps Howard eight years ago launched an editorial awards program for its 14 dailies. Monthly winners in nine categories receive $250, and nine annual winners receive $2,500, with $1,250 going to second-place winners in each category.

Awards "retain meaning only if you remember why the award was created—to recognize outstanding work," said Susan H. Miller, director of editorial development at Scripps Howard. "Contests are a legitimate way to honor and make more meaningful the work of the people who put the paper out every day."

McKeel (right) presents $1,000 check to Ken Hull, technical support manager of data processing at Philadelphia Newspapers Inc.

Some papers recognized that long ago. The Chicago Tribune, for example, has been giving cash awards for years. The awards were introduced between 1943 and 1985 for employees in the editorial, circulation, advertising and production departments. And the Los Angeles Times just marked its 25th year of presenting editorial awards, currently in the form of shares of Times Mirror Co. stock, to winners in 10 categories.

Next year, Gannett Co. will join the parade and begin recognizing annually five "unsung heroes" with a $1,000 cash prize each. Nominations for the first awards are due by Dec. 31, with the winners to be announced in February. *—Clark Newsom*

CWA printing sector holds first conference since merger

The first two-day conference of the Printing, Publishing and Media Workers Sector of the Communications Workers of America was a quiet affair compared with the one-week conventions of the International Typographical Union before it merged with the CWA.

For one thing, the five-member Executive Council of the printing sector was unanimous in its decisions, where previously there had been a longstanding 3-to-2 split on many important matters, especially those pertaining to a merger partner.

The printing sector met July 24-25 in Miami Beach, prior to the CWA's 49th annual convention there.

William J. Boarman, a vice president of the printing sector, said that the most important action taken at the conference was to "solidify" the sector's separate strike-lockout fund. The CWA pays strike benefits based on need. In addition to CWA benefits, the sector has its own plan designed to pay a $200 weekly benefit, funded by a monthly assessment of 0.50 percent of members' straight-time earnings. In recent weeks, however, the fund has been unable to pay the full $200 because of inadequate income.

Boarman said "to make sure it continues," the "defense" fund is now "strictly a strike and lockout fund." It will no longer be used to pay legal bills or to finance so-called "corporate campaigns" in lieu of strikes.

The printing sector's conference was attended by 120 delegates from 84 local unions—about 18-percent representation from the 460 locals in the sector. The last ITU convention in 1986 drew 199 delegates from 145 locals. Since then, more than 3,000 mailers have left the union to join the Teamsters [**presstime**, April 1987, p. 60].

Earlier this year, the Newspaper Drivers Division of the Teamsters, based in Cleveland, created a Printing-Mailing Trade District within the division. But Boarman said there still was a large representation of mailers at the printing sector's conference from Chicago, Denver, Los Angeles, New York City, San Francisco and Washington, D.C.

Following the conference, the CWA's July 27-30 convention drew 3,600 delegates, alternates and guests, including six Democratic Party presidential candidates.

CWA President Morton Bahr called for legislative action that would require employers to use audible warning tones when monitoring workers' telephone conversations and to provide advance notice of plant closings [**presstime**, Aug. 1987, p. 51]. The convention approved resolutions opposing the nomination of Judge Robert H. Bork to the U.S. Supreme Court, opposing random or across-the-board drug testing and calling for a national child care policy.

Larry Cohen, the CWA's organizing director, said the union is ready to organize more workers in the printing and publishing industry.

Robert S. McMichen, head of the printing sector, was formally installed as a CWA vice president during the convention. □

NLRB elections

Norfolk Virginian-Pilot and Ledger Star, Guild: Newsroom employees voted 100-95 against further representation by Local 219 of The Newspaper Guild.

(NLRB Case No. 5-RD-948)

San Mateo (Calif.) Times, San Bruno Herald, CWA, Teamsters: In separate elections, mailers at the daily Times and the semiweekly Herald voted to change their bargaining representative from the Communications Workers of America to the Teamsters. The vote at the Times was 10-2; at the Herald, 5-0.

(NLRB Case Nos 20-RC-16108, 16140)

Tallahassee (Fla.) Democrat, CWA: Composing room employees voted 12-8 in favor of continued representation by Typographical Union No. 660, CWA.

(NLRB Case No. 12-RD-604)

Recent contract settlements

Memphis Commercial Appeal, Teamsters: Two-year agreement covering mailroom employees; retroactive to Jan. 1, 1987.

Milwaukee Journal and Sentinel, GCIU: Fifty-four-month agreement covering pressroom employees; effective March 1, 1987.

(Details in September 1987 ANPA Labor & Personnel Relations Letter.)

Editorial page editor found to be supervisor; excluded from unit

The editorial page editor of The Times Herald in Norristown, Pa., has been excluded from the bargaining unit represented by Local 10 of The Newspaper Guild.

Acting on a "unit clarification" petition filed by the company with the National Labor Relations Board, Regional Director Peter W. Hirsch in Philadelphia, found that Richard Brust, the editor in question, was a supervisor within the meaning of the Taft-Hartley Act.

The Guild was certified in 1981 as the bargaining agent for a unit of editorial and commercial employees. The position of editorial page editor was created in 1986.

Hirsch found that Brust spends "a regular and substantial" portion of his time substituting for the city editor, a supervisory position. In addition, the regional director found that Brust has the authority to discipline a desk assistant and grant her overtime, had "effectively recommended" the hiring of two employees and attends management meetings.

The Guild is appealing Hirsch's decision to the board.

Meanwhile, William Barry, the Guild's administrative officer, said the union is seeking an arbitrator's ruling in a related dispute over work jurisdiction. No date for the arbitration hearing has been set.

(Norristown Herald Inc. and The Newspaper Guild of Greater Philadelphia, Case 4-UC-222) □

Drug-related arrests made at newspapers

Employees at three California newspapers were arrested in July on drug-related charges following undercover investigations.

At The San Diego Union and The Tribune, seven mailroom workers and three circulation department employees were arrested on charges of sale, possession or possession for sale of crystal methamphetamine, cocaine and marijuana. All have been arraigned and are free on bail. "The company is committed to giving employees a drug-free work environment," said Robert J. Robinson, assistant general manager.

At the Ventura County Star-Free Press in Ventura, four mailroom employees, three pressroom workers and a circulation department employee were arrested. Business Manager Ron Spurr said the newspaper will implement a drug-screening program for future employees. □

Arbiter upholds union in dispute over 'outside activities'

An arbitrator has ruled that the Seattle Post-Intelligencer violated an "outside activities" clause in its labor agreement with Local 82 of The Newspaper Guild.

The dispute arose when management issued a memorandum to editorial employees that stated in part: "To avoid conflicts, all staff members must consult their department head before writing or agreeing to write or provide articles or photographs for any outside media."

The Guild contended that the memo violated the clause because it diminished employees' freedom to engage in outside activity granted by the agreement.

The company, on the other hand, said the consultation requirement was a valid exercise of management rights, which had not been restricted by any specific provision of the agreement.

The clause in question stated that "Any employee is free to engage in outside activities . . . provided such endeavor is not in direct competition with the publisher."

Arbitrator Michael H. Beck found that the consultation requirement was "inconsistent" with the clause. He pointed out that the memo required consultation regarding articles or photographs to "any" outside media. He noted that an employee would be subject to discipline if the employee failed to consult before writing for an outside medium even if that medium was determined not to be in direct competition with the Post-Intelligencer.

Beck observed that the union did not take the position that prior consultation was necessarily inappropriate, but that employees may not be required to consult. He said the clause set forth certain exceptions to the freedom to engage in outside activities, "thus indicating that there are no other exceptions. Through issuance of its memorandum, the employer has effectively attempted to impose an additional exception to the freedom of employees to engage in outside activity."

The arbitrator ordered the company to "cease and desist" from enforcing the consultation requirement. □

Additional arbitration awards

Palo Alto (Calif.) Peninsula Times Tribune, Mailers: William Eaton ruled that the company was not required to appoint an assistant foreman from within the bargaining unit.

San Jose Mercury News, GCIU: Barbara Chvany found that the company violated the labor agreement by assigning ink recycling work to a non-journeyman.

Toronto Globe and Mail, Guild: R.D. Joyce ruled that time on maternity leave should be counted toward progression on the time-based minimum pay schedule.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Florida newspaper and former owner settle EEOC case

The Clearwater (Fla.) Sun and the former owner of the newspaper have settled for an undisclosed amount an Equal Employment Opportunity Commission case brought by a former photographer at the paper. Sun Publisher Bruce E. Coury said the settlement was in exess of $25,000.

Coury said the underlying events in the case occurred before The Hearst Corp. bought the newspaper from Jefferson Pilot Publications in December 1984.

The photographer, an independent contractor who had worked for the paper as a stringer, was hired as a temporary replacement for an ill employee. She filed discrimination charges with the EEOC after the temporary replacement position ended, and the paper also stopped using her as a stringer.

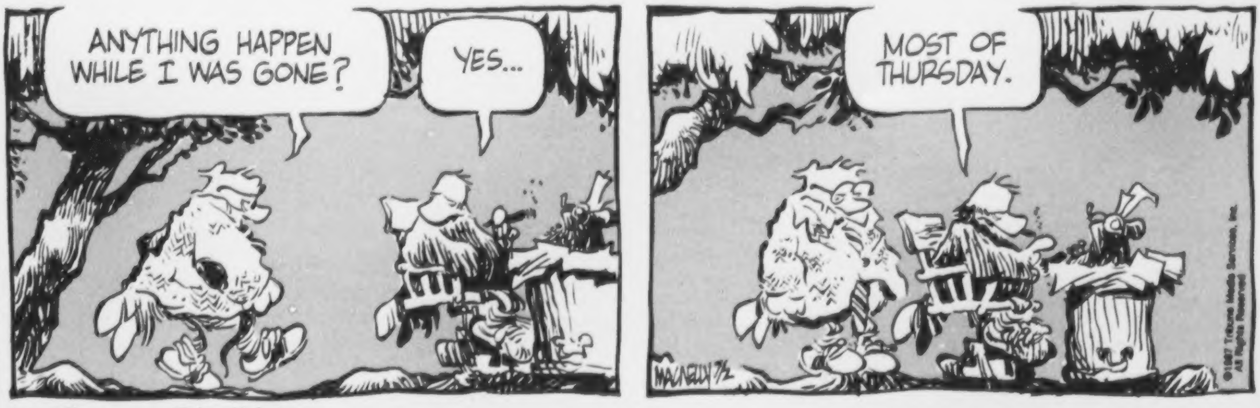
The proportion of the settlement shared by the two companies was not disclosed. □

Tax reminder

Workers who have not submitted a new Internal Revenue Service W-4 or W-4A tax withholding form to their employers before Oct. 1, 1987, may be subject to tax penalties next year. If a new form is not submitted, the employer must withhold tax from wages as if the employee is single claiming one withholding allowance or married claiming two allowances, depending on whether the employee checked the "Single" or "Married" box on the most recent form on file.

'Shoe'

By Jeff MacNelly


ANYTHING HAPPEN WHILE I WAS GONE?
YES...
MOST OF THURSDAY.
MACNELLY 7/2
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Guild questions safety of VDT emissions

The Newspaper Guild has issued "an urgent call" for shielding video display terminals to protect users from magnetic-field emissions.

The action came following a report published in the newsletter VDT News that a new experiment in Sweden confirmed an earlier Swedish finding that exposure to pulsed 20KHz (20,000 cycles per second) magnetic-field emissions can damage fetuses of mice. Others dispute that the latest findings confirmed the earlier study.

David J. Eisen, the Guild's director of research and information, said local unions should insist that VDTs in the workplace be tested for magnetic-field emissions. He said VDT manufacturers should install shielding in all new terminals and produce retrofit shielding for older machines. Government agencies in the United States and Canada should initiate experiments to reconfirm the European results, he said.

The latest study was by the Swedish University of Agricultural Sciences in Uppsala. It was an attempt to replicate and verify the results of a previous study by the Karolinska Institute in Stockholm and presented at a May 1986 conference in that city [**presstime**, June 1986, p. 56].

ANPA Manager/Environmental Services Richard W. Neergaard said he had not seen the latest Swedish study and therefore could not comment on it.

The Center for Office Technology in Washington, D.C., said the Uppsala study of the effect of pulsed magnetic fields on the development of fetuses in mice reported that while the Karolinska experiment found that such fields affect the rate of placental resorption, fetal mortality and body weight, "our results were to the contrary." The Uppsala researchers also said, according to an unofficial English translation of the study, that they were unable to demonstrate any increased rate of internal deformities in mice as the result of pulsed magnetic fields.

Based on discussions with some U.S. scientists, COT said one could conclude that the Uppsala study did not replicate, or verify, the results achieved in the Karolinska study. "Scientists seem to agree that there is an effect from exposure to pulsed magnetic fields," COT said, "but there continues to be wide disagreement on the nature of the effect and the meaning of specific study results. Neither study draws any conclusions about relevance of this research to actual VDT use or human reproductive systems."

COT serves as an information clearinghouse on health-related VDT issues. Among those contributing to its activities are ANPA, Eastman Kodak Co., BellSouth Corp. and the American Electronics Association [**presstime**, July 1985, p. 55].

In an unrelated VDT development, the Suffolk County, Long Island, N.Y., legislature came within one vote of overriding the county executive's veto of a bill that would have regulated the use of VDTs for the first time in the private sector [**presstime**, Aug. 1987, p. 39]. ☐

Do you know where your waste is going?

You're invited to attend the 1987 ANPA Health and Safety Symposium.

October 29-30, 1987
Orlando Marriott
Orlando, Florida

Newspapers face increasingly complex responsibilities for hazardous waste and its disposal. This seventh annual ANPA Health and Safety Symposium will address issues of importance to all newspaper managers. This year's topics will cover such issues as:

- Waste Management
- Waste Recycling
- Waste Storage
- Waste Disposal
- Drug Testing
- AIDS Issues
- Newspaper Safety
- Superfund Cases
- Asbestos Regulations
- VDT Legislation Issues
- Latest OSHA and EPA Issues
- Hazard Communication Update
- Carpal Tunnel Syndrome
- Right-to-Know Issues
- Environmental Audits

The 1987 symposium brings you timely reports from experts in the newspaper industry and in the industrial and environmental health fields. The $375 registration fee covers admission to all symposium sessions, continental breakfast on both meeting days, a reception Wednesday evening and a luncheon on Thursday.

Call ANPA at (703) 648-1220 for more symposium information and a registration form.

Clip art joins computer age

Until a couple of months ago, Lynda K. Cannon, graphics manager for three Independent Newspapers Inc. weeklies in Maryland and Delaware, selected "atmosphere" illustrations for display advertisements the way most newspapers do.

She flipped through cumbersome clip art books to find a suitable back-to-school-sale banner or Fourth of July firecracker.

These days, though, Cannon's job has been simplified. In July, the newspaper group obtained the new Kwikee In House Graphic Services' system that uses compact disks known as CD ROM (Compact Disk-Read Only Memory).

Valerie Hubbard, Salisbury News & Advertiser

Cannon of Independent Newspapers scrutinizes "atmosphere" clip art on a computer screen.

The service is the first of its kind for newspapers, and since it went on the market in June, 35 newspaper clients have signed up. Some, like the three Independent Newspapers weeklies, are already using the service. Others are waiting for installation of the hot-selling item, which is an adjunct to "desktop publishing."

The In House system involves both special equipment and the graphics service.

It works this way: Referring to a category index, subscribers review the clip artwork on a compact-disk storage/retrieval system. The system is connected to an Apple Macintosh SE personal computer, and images are called up and displayed on the PC screen and manipulated as desired. By combining those images with text, headline type (more than 100 typefaces are available), borders and other graphic elements, the operator can compose an entire advertisement on the screen. It is then sent to either a laser printer or typesetter.

Kwikee In House is a division of Multi-Ad Services Inc. of Peoria, Ill. Multi-Ad Services sells the clip-art service and advertising and page-layout software. As an Apple Computer Inc. value-added reseller, it also sells the Macintosh and the CD ROM storage/retrieval system that connects to it.

Steven J. Ganz, national sales representative for Multi-Ad Services, said the firm sells complete packages of equipment that range in price from about $10,000 for a rudimentary one to $20,000 for the most sophisticated. For an additional $2,250 a year, a subscriber gets the layout software and a subscription to the In House clip-art service, including quarterly updates.

Customers that already have a Macintosh can purchase only the layout software, the subscription and the compact disk equipment, Ganz said. He also reported that the service soon will be compatible with IBM personal computers.

William D. Rinehart, ANPA vice president/technical, called the technology "a really significant development. This is something that will benefit newspapers of all sizes. Everybody has to deal with ads."

Multi-Ad Services has been providing books of clip art to newspapers for more than 40 years. In addition to the atmosphere art, the firm also provides illustrations of 98 percent of national product brands, Ganz said. The product illustrations are used in assembling grocery and other types of display ads.

The cost of Multi-Ad's conventional clip art ranges from $85 to $400 a month, depending upon a newspaper's circulation size, Robert B. Mounts, product manager for Kwikee In House, said.

Ad Builder books have theme and generic art for display advertisements, and the company's Scan books offer similar art for classified advertising. The company's Kwikee product-illustration books are distributed free to newspapers because the advertisers want newspapers to have access to the illustrations, Mounts said.

> *"This is something that will benefit newspapers of all sizes. Everybody has to deal with ads."*

The company is gradually making these illustrations available on compact disk.

Hardware and automotive clip art also may be added to CD ROM, Ganz said.

According to Ganz, most of the 35 newspaper clients that have signed purchase agreements for Kwikee In House did so since it was shown at ANPA/TEC '87 in Las Vegas in early June. He said the response there was highly enthusiastic, and he expects a similar reception this month when the equipment is demonstrated at the Seybold Desktop Publishing Conference in San Francisco.

Ganz and people at several newspapers offer a number of reasons why it has taken off so quickly:

- Compact disks have immense storage capabilities [**presstime**, Jan. 1987, p. 61]. Because the information is stored digitally, one compact disk can hold 13,000 or more illustrations. It would take more than 700 floppy magnetic disks to provide the same storage.
- The art is "vectored"—stored as a digital formula—not "bit-mapped" as in usual desktop publishing. When enlarged, the vectored graphics print sharply.
- Use of personal computers to create display advertisements is on the rise. But until the development of clip art on CD ROM disks, a hole had to be left where each illustration later would be pasted down manually.

Subscribers to the CD ROM service currently have disks with about 350 different pieces of art, both brand-name product illustrations and atmosphere art. An updated disk to be distributed this month will contain about 1,000 pieces; in December, a disk with about 3,000 illustrations is scheduled to be delivered; and by the spring of 1988, the company is aiming for a disk containing its complete book of 13,000 product illustrations, Ganz said.

To accomplish that, he said the company has about 80 computer artists and is steadily adding more.

At Independent Newspapers, Cannon said she "just fell in love" with the computerized clip-art service, which is being used to compose display ads for the Salisbury (Md.) News & Advertiser, the Crisfield (Md.) Times and the Sussex Post in Millsboro, Del. "I wouldn't go back to the other way."

Cannon adds: "It's the most fantastic way of doing things. The art is very fine and prints very sharply. It's saving us a lot of time."

Another Independent Newspapers publication, the Delaware State News of Dover, is also subscribing to the Kwikee In House service.

According to Alan Turner, publisher of the Dover daily and regional vice president for Independent Newspapers, all of the group's display advertising was prepared at the Dover plant until earlier this year.

When it decided to decentralize and allow each of the group's newspapers, or a cluster of them, to handle display advertising locally, the company began looking at various types of desktop-publishing equipment, Turner said.

After studying a variety of options, the Delaware State News and the three papers for which Cannon works independently chose Kwikee In House.

"We believe it was a good move," Turner said. "We're able to do the same amount of work with fewer people. In addition, we're saving money on phototypesetting paper and chemicals."

Turner says he has "a slight complaint in that the company has done so well, it's almost victimizd by its own success. So many people have discovered this, it takes them a while to get back to you. Overall, though, we haven't had any major problems worth mentioning."

Charlene P.E. Carnan, news and graphics specialist for the Delaware State News, says she "can do so many things" with the system, such as "wrap text around graphics, size up or down quickly."

Newapapers of all sizes are likely to find the In House system useful, but Ganz said the company believes medium-size newspapers represent the biggest market for the service and equipment.

The company has no plans to phase out the traditional clip art books, Mounts and Ganz said. But for the vast number of newspapers that still subscribe to those books, the Kwikee In House system may have considerable appeal. *—Rosalind C. Truitt*

Here's a way to give old color ink second life as black ink

What can be done with over 2,000 gallons of color ink per year that is still basically good ink—useable but not color-consistent?

At The Daily Journal in Kankakee, Ill., "We use it. . . . It is put into the black-ink supply tanks where, through dilution, it becomes black ink," said Thomas R. Crossett, mechanical supervisor.

Crossett called this a practical solution to the problem of disposing of waste ink in accordance with U.S. Environmental Protection Agency regulations.

The newspaper plant in Kankakee consumes a lot of ink by virtue of its heavy production schedule. In addition to printing The Daily Journal seven days a week, it prints USA Today and 16 semiweekly newspapers for Star Publications of Chicago.

"We have quite a variety of advertising and editorial color, both spot and process," Crossett said. "Our Goss Metro (offset press) is equipped with ink rails, and to change the color in an ink rail to accommodate page positioning is a simple task.

"All ink feed lines are quick-disconnect coupling. You remove the ink feed you have been using, connect the ink feed you want to use, and purge the rail and the page pack of the remaining ink. Then you set the rail to an estimated density for the page to be printed. In doing this, we are left with approximately 40 gallons of multicolored ink a week."

To facilitate the recycling of this ink, employees of the newspaper recently devised a new method that makes it less onerous a chore.

Pressroom workers had been dumping the colored ink into the black ink tank by hand. Climbing a ladder with a 30-pound bucket and scraping the waste ink into the black-ink tank was messy and potentially dangerous.

Bill Byrns, The Daily Journal

Pressman Dana Hiene pours waste color ink into black-ink tank.

"What we have done is create a small tank on the floor next to the large tank," Crossett said. "Pails are emptied into the small tank, and when the small tank is full, the ink is pumped up into the larger tank. To do this, we use a 55-gallon drum piped to an ink pump that goes through a filter and then into the black ink tank.

"The initial cost was minimal, as the pump, hose, filter and regulator assembly were all spare parts from our color ink supply system."

Crossett said mounting brackets and the pump intake were fabricated at a cost of about $100, and the on/off valves, copper pipe, fittings and 2-foot piece of a 2-inch hose were purchased for about $40.

With the new system, he said, the newspaper had eliminated "an unsafe and dirty job and improved working conditions. Balanced against the cost of possible personal injury, the cost was minimal indeed." ☐

Editor's note: This story was submitted in response to ANPA Technical Committee requests that newspapers share innovative technical ideas that others might find useful. Send submissions to Rosalind C. Truitt, technical writer, **presstime**, The Newspaper Center, Reston, Va.

Ink reclamation system gets first user

The Contra Costa Times in Walnut Creek, Calif., is the first newspaper to use a new ink reclamation system developed by Separation Technologies Inc., a Placentia, Calif., firm. The system has been in use about two months.

Large solids are filtered from waste ink, and the ink then is heated to 165 degrees and purged with a vacuum that removes solvents and water. At that stage, micron solids are removed, and the ink is pumped to a tank for cooling. It is later transferred to another tank for storage.

The newspaper is printing with ink that is one part new ink to two parts recycled ink, and it reports no discernible change in printing quality.

"We believe this is a good answer to a serious industry problem," said Ronald Servern, assistant pressroom supervisor. ☐

Bundle verifier proves worth in Virginia test

After testing a newspaper bundle count verifier over the past several months, the production manager of The Free Lance-Star in Fredericksburg, Va., pronounced preliminary judgment: "I have seen enough to know it will do the job.

"With a few more refinements," added Minor D. Armstrong, "a lot of people in the industry will be real tickled by it."

The ANPA-developed machine, engineered to give an accurate count to bundles of newspapers en route to the loading dock, has been tested under daily production conditions both on-line from the press and off-line, he said.

It was installed at the newspaper in February [**presstime**, Jan. 1987, p. 63] and has been used periodically since then. ANPA engineers have made several modifications based on how the equipment performed.

The verifier, which works in tandem with mailroom tying machines, uses compressed air to squeeze bundles of newspapers to a uniform height. It then uses position sensors to determine whether a bundle is short or contains extras by measuring its height.

A bundle with a known count is used as the standard to which other bundles are compared. A red light is triggered if a bundle deviates from the established height.

The ANPA machine also has a counter to keep track of the number of good and bad bundles.

Armstrong said that in the early stages of the testing, incorrectly counted bundles were slipping through because the pressure was too low to compress them properly. Modifications to date included increasing the air pressure.

Most of the modifications have been made by Nhac (Pete) Nguyen, an ANPA research engineer who was one of the machine's principal designers.

Armstrong said he wants to see further testing and study data before issuing a final assessment of the equipment's performance. He also believes further testing at a larger newspaper would be useful.

ANPA plans to apply for a patent for the verifier.

Developing an accurate bundle verifier is a priority of the ANPA Technical Committee's Post Press Packaging and Distribution Task Force. The project will be discussed when the committee meets this month at The Newspaper Center in Reston, Va.. ☐

TECHNOLOGY NOTES

- Scripps Howard is purchasing a 12-unit **flexographic press** from Motter Printing Press Co. to print The Evansville (Ind.) Courier and The Evansville Press. The sale is Motter's first of a complete flexographic press.

The Courier, a Scripps Howard newspaper, and The Press, owned by Hartmann Publications Inc., are published under a joint operating arrangement that calls for Scripps Howard to print and distribute both papers.

- The first MAN Roland Colorman 75 **offset press** in the United States is operating at the Asheville (N.C.) Citizen and Times.

The eight-unit press with four color decks can print 75,000 copies per hour. It is located in the newspapers' new production facility.

- Muller-Martini Corp. has installed the first on-line PrintRoll **inserting system** in the United States at the St. Joseph (Mo.) Gazette and News-Press.

The system includes the 308 Biliner inserter, a PrintRoll buffer, a conveyor and a programmable counter stacker.

- Camex Inc. is expanding its product line by offering less expensive **composition and display-advertising software** that operates on personal computers. Its new Sun Breeze software will run on Sun Microsystems off-the-shelf PCs. Previously, all Camex systems used proprietary hardware.

The new software and hardware cost less than $20,000 per unit, and the system is compatible with Camex's existing SuperSetter line.

- Scitex Corp. Ltd. of Israel and Hell Graphic Systems Inc. of West Germany have **settled a patent infringement suit** brought by Hell and met with a countersuit by Scitex. Both manufacture electronic prepress equipment for newspapers.

The two companies agreed to dismiss their U.S. District court suits and grant each other non-exclusive five-year licenses. Scitex will pay Hell $200,000 each of the five years to use Hell patents.

- Scitex has also agreed to **sell its one-half interest** in Contex Graphic Systems Inc. to Continental Can Co. Scitex and Continental organized the company in 1985 to develop graphic design systems.

Continental will pay Scitex $1 million now and $500,000 at a later date.

TECHNOLOGY CALENDAR

- The annual meeting of the **International Newspaper Group**, formerly the International Newspaper Conversion Group, will be Sept. 9-11 at the Marriott Desert Springs Resort, Palm Desert, Calif.

- The **Seybold Seminars' Desktop Publishing Conference** will be Sept. 9-12 at the Santa Clara (Calif.) Convention Center.

- **Impact 1987: Technology on the Move**, the annual conference of the New England Newspaper Operation Association, will be Sept. 17-20 at Killington Village in Killington, Vt.

- The **Western Newspaper Production Conference** will be Sept. 24-26 at the Westin Bayshore in Vancouver, British Columbia.

- **Lasers in Graphics '87**, electronic prepress seminars, will be Sept. 27-Oct. 1 at the Buena Vista Palace in Orlando.

- ANPA's **Pressroom Options IV** technical symposium will be Oct. 19-21 at the Hyatt Regency O'Hare in Chicago.

- A Graphic Arts Technical Foundation seminar, **Color Reproduction: How Color is Perceived from Transparency to Press Production**, will be Oct. 24 at the Stouffer Concourse Hotel in Arlington, Va.

- Another GATF seminar, **Web Offset Press Operating and Troubleshooting**, will be conducted twice: Nov. 5 at the Quality Inn in Towson, Md., and Nov. 7 at the Franklin Plaza Hotel in Philadelphia.

- **Composition Technologies**, a typography seminar, will be Nov. 9-10 at the Key Bridge Marriott in Arlington, Va.

- **Graph Expo '87** will be Nov. 15-18 at McCormick Place in Chicago.

- **Print Outlook '88**, will be Dec. 9-10 at the Crystal Gateway Marriott Hotel, Arlington, Va.

- **The 1987 Microcomputer Graphics Show and Conference** will be Dec. 16-18 at the Javits Convention Center in New York.

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Newspapers brace as newsprint prices continue to spiral rapidly upward

With consumption increasing and newsprint stocks tightening, North American newspaper executives weren't surprised by recent price increases. What has been somewhat unnerving is the swiftness with which the price increases have come. Mills that were selling newsprint for $535 per metric ton at this time last year are now—after two rounds of increases—charging $610 to customers in the Eastern United States, with minimal discounting.

And some observers believe the list price may reach $700 a ton by the late spring of 1988.

More expensive newsprint will have a widespread impact on newspapers' operations, their executives say. Newsprint conservation is again in vogue, and tighter stories and smaller newsholes soon may be.

Newspapers are also working to reduce waste by handling newsprint rolls more carefully and double-checking bundle counts to cut down on wasted papers.

In addition, although many publishers say they are loath to do it, newspapers likely will attempt to pass along the higher newsprint prices to their advertisers and subscribers.

Smaller newsholes might not be noticeable to the average newspaper reader, and some might even prefer shorter stories, but advertising price increases and higher subscription rates would come at a time when the newspaper business is working to hang on to its share of advertising dollars and to bolster stagnant circulation numbers.

Also, "In these low inflationary times, it will be more difficult to pass those kinds of increases on to the reader or the advertiser," said Douglas H. McCorkindale, vice chairman/chief financial and administrative officer for Gannett Co. and a member of the ANPA Newsprint Committee.

Committee member Grover J. Friend, president of Calkins Newspapers in Levittown, Pa., said that "expenses and costs will have to be watched more closely." "We've enjoyed a period of lower newsprint prices, and now there will be pressure to cut costs in other areas," he said. "I don't foresee newspapers taking on drastic steps. . . . We've had some warning this was coming for the past year to 18 months, so I believe people have been preparing for it."

Another problem is that in 1988 publishers will confront a once-every-four-years situation in which coverage of a U.S. presidential election campaign and the Olympic games has been known to dictate additional newsprint consumption. In 1984, for example, U.S. dailies used 8.5 million metric tons of newsprint, compared with 7.9 million tons a year earlier. That 8-percent increase compared with 3.8 percent in 1983 and 2.3 percent in 1985.

> *"Basically, there is no new supply, and demand has been increasing steadily at a rate of about 2 percent a year."*

Also in 1984, suppliers raised newsprint prices from $500 to $535 a ton, and that price held until late last year [**presstime**, Nov. 1986, p. 70].

After such a long period of stability, prices were due to climb, according to many observers, but they say the ascent has been unexpectedly steep and rapid.

"What's different this time is that prices are going up a lot faster in a shorter period of time than they had in the past," said William Metzfield, president of Gannett Supply Corp.

At least one prognosticator, Robert L. Johnson of Abitibi-Price Sales Corp., had forecast a rapid succession of price increases. Johnson, senior vice president/marketing, cited the seven failures in 1985-86 to get price increases to stick, which meant reduced profits for shareholders. Once an increase held, he predicted last fall, a number of others would follow.

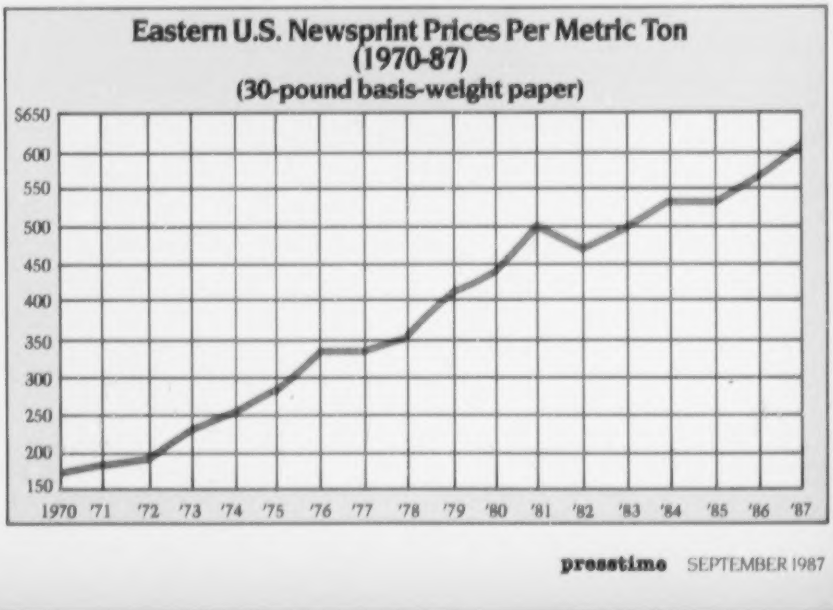
Today, according to Johnson, supply and demand are "comfortably in balance," and the higher prices are resulting in "healthy operating rates" for Abitibi-Price, the world's largest newsprint producer.

Among others expecting a continuation of the upward spiral of prices during 1988 are Canadian securities analysts John M. Duncanson and Brian Topp. They both foresee prices of $650 per ton as of next Jan. 1.

Duncanson, an analyst with McCarthy Securities Ltd. in Toronto, noted that because mills traditionally give customers about 90 days' notice of price hikes, announcements could come as early as late this month.

Topp, vice president of Capital Group Securities Ltd. in Toronto and a newsprint analyst, said he believes the list price may reach $700 by June 1, 1988.

"The main problem is supply and demand," Topp said. "Basically, there is no new supply, and demand has been increasing steadily at a rate of about 2 percent a year. Operations are being pushed to full capacity now, and any major new growth would cause major problems. There has not been any major [mill] construction since 1983-85. . . . Major new expansions have been announced, but it will be 1989 or 1990 before those have an impact."


Eastern U.S. Newsprint Prices Per Metric Ton (1970-87)
(30-pound basis-weight paper)

Alberto Pacheco

Those projects were postponed by mill executives who said the failure to secure price increases in 1984 and 1985 meant less money to invest in capital improvements.

According to ANPA's Newsprint and Transportation Department, newsprint mill projects scheduled for completion between now and 1991 will add a net 1.3-million metric tons of capacity for North America [**presstime**, Aug. 1987, p. 54].

Factors other than supply and demand have come into play as well, according to the analysts and others who track newsprint prices. The weakening U.S. dollar has made the North American market less attractive to so-called "off-shore" newsprint makers.

Scandinavian and other countries until recently offered a "spot" market of newsprint that gave newspaper executives leverage with North American producers and kept the market more competitive.

But because the U.S. dollar now buys less overseas, "you just don't have the spot tonnage being offered by the Finns and the Swedes and others that you had a few months ago," analyst Duncanson said. "We now have a very tight market, and the deep discounting that you saw the past few years is disappearing."

No one interviewed by **presstime** said shortages are looming. However, because demand and supply are so even, several said that a serious disruption in newsprint production could lead to shortages. "Every ton being made is being bought," observed Johnson of Abitibi-Price.

A spot check of a half-dozen newspapers and newspaper groups indicates that a few papers, anticipating the price increases and possible shortages, have stockpiled newsprint. However, most did not—usually for lack of storage space. In fact, ANPA's statistical sample of newsprint inventories showed a 45-day supply in July. Stocks were at the same level in July 1986.

Gannett's Metzfield said he believes the stockpiling, what little there has been, was more of a hedge against possible strikes than fears of escalating prices. With the exception of a few scattered strikes, though, labor disputes have been settled without serious work stoppages.

Metzfield, who buys 840,000 metric tons annually for Gannett newspapers, said his company is viewing the increases as a "normal course of events."

Other newspaper executives said they, too, are taking the increases in stride but believe the higher prices will cause problems for some newspapers.

"A newsprint price increase is always a burden, but it's especially a problem for newspapers in the Southwest where we are having economic problems due to the oil industry," said James M. Moroney, chief executive officer of A.H. Belo Corp., which publishes The Dallas Morning News.

Moroney, chairman of the ANPA Newsprint Committee, said newspapers in that area will have less to spend on newsprint because economic conditions have forced advertisers to cut back on expenditures. Historically, he said, newsprint and labor have accounted for 75 to 80 percent of the overall expense of operating a newspaper.

"I don't think this will ever change," Moroney said of the cycle of oversupply and low prices giving way to tight supplies and higher prices. "It's like a roller coaster."

He said smaller newspapers have a particularly "rough time" in such shortages because they purchase newsprint in smaller quantities and thus are more susceptible to steadily rising prices.

Stanley H. Stauffer, chairman of Stauffer Communications Inc. in Topeka, Kan., and a member of the Newsprint Committee, said he takes the view that newsprint price hikes are uniformly difficult for newspapers to accept, regardless of circulation size. "Newsprint costs are relative," he said. "I don't feel it [another increase] will impact smaller newspapers any more than larger ones. It's still money out of your budget."

—Rosalind C. Truitt

Labor contracts signed at six mills

Canadian Paperworkers Union members have ratified three-year agreements at six Eastern Canadian newsprint mills, five of which had been the scene of job actions earlier this summer.

The mills are:

- The Gatineau Quebec, Trois-Rivieres, Quebec, and Dalhousie, New Brunswick, mills of CIP Inc. They had been shut down for five days in late July because of a strike.
- The Amos, Quebec, mill of Donohue Normick Ltd. A strike had closed the mill for about a month, ending in early August.
- The Thorold, Ontario, mill of Ontario Paper Co. Ltd. Another union, the International Association of Machinists, had forced the mill to shut down for two shifts in late July.
- Boise Cascade Canada Ltd.'s Kenora, Ontario, mill.

All of the agreements with the CPU were along the lines of an earlier one at Abitibi-Price Inc., which called for wage increases of 25 cents an hour in the first year, 45 cents an hour in the second and 4.5 percent in the third. That will mean a total wage increase of 9 percent over three years [**presstime**, Aug. 1987, p. 52]. ☐

Newsprint booklet

"Newsprint Statistics 1986" has been published and is available from ANPA's Newsprint and Transportation Department at The Newspaper Center, Reston, Va. The booklet contains data on U.S. daily newspapers' newsprint consumption, supply and sources, as well as the capacity of newsprint mills.

Financial report of paper companies, first six months of year

Net income (in thousands of dollars)

	1987	1986	% Change
Abitibi-Price Inc.	$ 58,100	$ 50,200(a)	+ 15.7
Boise Cascade Corp.	75,380	56,330	+ 33.8
Bowater Inc.	28,565	23,937	+ 19.3
British Columbia Forest Products Ltd.	65,100	24,800	+ 162.5
Consolidated-Bathurst Inc.	76,300	39,600(b)	+ 92.7
Crown Forest Industries Ltd.	39,200	16,600	+ 136.1
Domtar Inc.	88,000	62,000(c)	+ 41.9
Donohue Inc.	18,000	8,600	+ 109.3
Great Lakes Forest Products Ltd.	40,100	5,100	+ 686.3
Great Northern Nekoosa Corp.	88,200	13,600(b)	+ 548.5
Kimberly-Clark Corp.	158,900	142,100	+ 11.8
MacMillan Bloedel Ltd.	135,000	123,300(c)	+ 9.5
Stone Container Corp. (purchased Southwest Forest Industries)	58,700	(1,200,000)	—

(a) restated; (b) including extraordinary charge; (c) including extraordinary gain; ( ) = loss

Consumption jumps 5.7 percent in July

Newsprint consumption continued its steady rise in July. Consumption by all U.S. users increased 5.7 percent, while U.S. daily newspapers used 8.2-percent more newsprint than in July 1986.

For the first seven months of the year, consumption was up 2.5 percent for all users and 3.9 percent for U.S. dailies.

Newsprint inventories for newspapers in ANPA's statistical sample totaled 45 days in July, the same as a year earlier. However, stocks of North American mills were 30-percent lower.

Canadian production in July, affected by some work stoppages, was 3.2-percent below year-earlier levels. On the other hand, U.S. production was up 5.1 percent during the month.

The Canadian operating rate was 92 percent in July, compared with the U.S. rate of 93.2 percent.

Shipments from Canadian mills increased 2.7 percent in July and 6.1 percent for seven months. Canadian shipments to the United States grew 3.2 percent and 5.7 percent, respectively.

Domestic shipments from U.S. mills exceeded last year's by 7.6 percent in July and 4.6 percent for seven months.

Estimated consumption of all U.S. daily newspapers[1]

Region	June 1987(r)	June 1986	% Change
Northeast	198,675	192,682	+3.1
North Central	156,587	155,345	+0.8
South	223,661	228,646	—2.2
West	167,831	160,322	+4.7
Circulation Size			
up to 25,000	58,963	49,462	+19.2
25,001-100,000	153,253	150,771	+1.6
Over 100,060	534,538	536,762	—0.4
June totals	746,754	736,995	+1.3
Six-month totals	4,512,205	4,373,086	+3.2
Region	**July 1987(p)**	**July 1986**	**% Change**
Northeast	195,713	169,742	+15.3
North Central	155,108	147,295	+5.3
South	226,112	216,792	+4.3
West	163,772	150,507	+8.8
Circulation Size			
up to 25,000	61,073	46,149	+32.3
25,001-100,000	151,788	144,427	+5.1
Over 100,000	527,844	493,760	+6.9
July totals	740,705	684,336	+8.2
Seven-month totals	5,252,910	5,057,422	+3.9

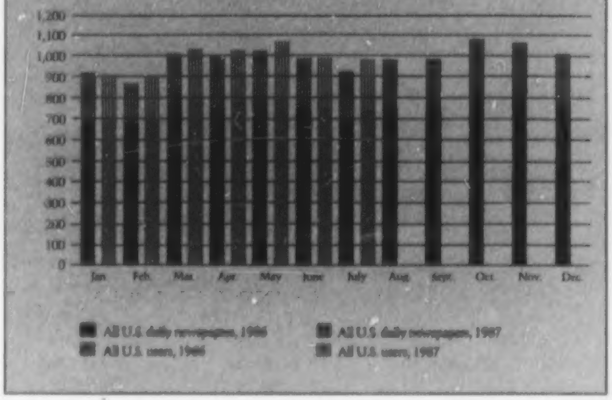
Estimated consumption of all U.S. users

	1987	1986	% Change
May totals	1,072,851(r)	1,034,975	+3.7(r)
June totals	994,365(r)	995,527	—0.1(r)
July totals	984,391(p)	931,431	+5.7(p)
Seven-month totals	6,933,653(p)	6,764,449	+2.5(p)

Production

	Canada	U.S.A.	North America
July 1987	791,424	454,979	1,246,403
July 1986	817,808	432,774	1,250,582
Increase or	—26,384	+22,205	—4,179
decrease	—3.2%	+5.1%	—0.3%
Seven months 1987	5,628,432	3,048,116	8,676,548
Seven months 1986	5,392,080	2,964,982	8,357,062
Increase	+236,352	+83,134	+319,486
	+4.4%	+2.8%	+3.8%

Estimated newsprint consumption, 1986-1987 (thousands of metric tons)



Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
July 1987	575,852	87,537	115,380	778,769
July 1986	558,088	88,754	111,155	757,997
Seven months 1987	4,074,584	660,151	885,311	5,620,046
Seven months 1986	3,854,772	630,201	813,271	5,298,244
Increase	+219,812	+29,950	+72,040	+321,802
	+5.7%	+4.8%	+8.9%	+6.1%
From U.S. mills				
July 1987	427,573		24,321	451,894
July 1986	397,287		35,923	433,210
Seven months 1987	2,871,946		182,314	3,054,260
Seven months 1986	2,745,194		186,963	2,932,157
Increase or	+126,752		—4,649	+122,103
decrease	+4.6%		—2.5%	+4.2%
From North American mills				
July 1987	1,003,425	87,537	139,701	1,230,663
July 1986	955,375	88,754	147,078	1,191,207
Seven months 1987	6,946,530	660,151	1,067,625	8,674,306
Seven months 1986	6,599,966	630,201	1,000,234	8,230,401
Increase	+346,564	+29,950	+67,391	+443,905
	+5.3%	+4.8%	+6.7%	+5.4%

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
May 1987	847,549	35	6
May 1986	870,106	37	6
June 1987	885,171(r)	39(r)	6
June 1986	868,923	41	6
July 1987	922,947(p)	38(p)	7(p)
July 1986	892,127	39	6
Canadian mills			
July 1987	285,590	—	—
July 1986	384,233	—	—
U.S. mills			
July 1987	42,930	—	—
July 1986	89,320	—	—

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.

(r) = revised (p) = preliminary

Dailies publish despite tornado

The tornado came roaring through Edmonton, Alberta, at 3:07 p.m. on Friday, July 31. It ripped up a subdivision and tore up part of an industrial park where the printing plant of the Edmonton Journal is located.

The printing plant was undamaged, but electric lines were down, and the presses were useless. Electricity also was out in the downtown editorial offices. It was apparent it would take herculean efforts to produce the next morning's paper.

The disaster was a massive one: 26 people killed, 300 injured and 1,000 left homeless, with damage estimated at $150 million.

The Edmonton Sun also was confronted with the multiple problems of coping with the biggest natural disaster in the city's history, although the fact that the Sun does not publish a Saturday edition meant it did not have to scramble quite to the extent its rival did.

Journal Publisher William Newbigging abandoned plans to publish the normal 76-page Saturday paper and decided to go instead with a 12-page, all-editorial-matter special edition. Thirty-five reporters and photographers were dispatched to cover the story.

At first, the editorial offices functioned with the aid of flashlights and candles. Around 7 p.m., electricity came back to the downtown offices, and the staff was able to use computers and composing equipment.

The printing plant remained out of commission, however. After determining that the press capacity of two nearby newspapers was inadequate, the Journal called on the Calgary Herald, which like the Journal is owned by Southam Inc.

Journal Editor George R. Oake chartered a Lear jet and flew the page negatives along with six Journal pressmen 200 miles south to Calgary. About 150,000 copies were printed there, compared with a normal Saturday press run of just over 170,000, and they were shipped to Edmonton in three rental trucks.

The special edition contained numerous stories and 37 photographs, 15 in color, of the tornado and the destruction it caused. Single copies sold out within minutes, and to satisfy demand, the Journal reprinted the disaster edition on Aug. 7 and included it as part of the regular paper.

In covering the disaster, the Sun faced a different kind of problem. Because the tabloid paper does not publish on Saturdays, the whole staff was off duty when the tornado struck that Friday afternoon, said Publisher Patrick A. Harden. But, true to newspaper tradition, people from all departments reported for work, with photographers and reporters going directly into the field.

Harden decided against publishing a special Saturday edition. It would get in the way of the Sunday edition, he reasoned, and would have to be printed at the Sun's sister paper, also in Calgary.

By mid-afternoon Saturday, power was restored to the Sun's plant, and the Sunday edition was printed on schedule. It sold 35,000 more copies than normal, for a total of 156,000 copies sold—a record, said Sun General Manager Kenneth M. King.

That weekend, the Sun announced formation of a tornado relief fund and began planning for a high-gloss magazine carrying pictures and stories of the tornado and its aftermath.

About 25,000 copies of the magazine, "Black Friday," were placed on sale Aug. 10, with "every penny" of the proceeds going to the tornado relief fund, Publisher Harden said.

Sale of the 36-page magazine, at $3.50 a copy, had raised $90,000 by the third week in August, and another 40,000 copies were printed Aug. 24 to satisfy "phenomenal" demand, Harden reported. *—Gene Goltz*

Edmonton Journal photographer Steve Simon captured this dramatic image.

Troubled triweekly closes in Cookeville; some litigation ends

The Dispatch, a triweekly newspaper in Cookeville, Tenn., ceased publication July 19.

The newspaper's owner, Osia Williams, had filed for Chapter 11 bankruptcy protection in 1984. John C. McLemore, a court-appointed reorganization trustee, said The Dispatch was losing about $2,000 a week. "Common sense said to stop it," he said.

According to McLemore, Park Communications Inc. had an option to purchase The Dispatch but did not exercise it because Park was rebuffed when it attempted also to acquire Cookeville's other paper, the daily Herald-Citizen.

A second newspaper owned by Williams, the weekly Cumberland (Tenn.) County Times, is operating profitably and is for sale, McLemore said.

The Dispatch had been embroiled in legal controversy with the Herald-Citizen [**presstime**, July 1985, p. 54]. With the demise of The Dispatch, lawsuits involving the newspaper are terminated although suits involving individuals will continue, said McLemore, who is a Nashville attorney. He said the Dispatch received a $45,000 settlement in a suit it filed against the Audit Bureau of Circulations over audits of the Herald-Citizen. □

UPI still cleaning up debris from upheavals, bankruptcy

United Press International in late August was preparing a settlement offer to end a $4-million defamation suit filed by former UPI Editor in Chief Malcolm Hughes.

Hughes alleged that in a November 1986 conference telephone call among company executives, then-UPI President Milton R. Benjamin maligned him by saying Hughes was trying to "hold up" UPI with demands over salary and severance pay. Hughes resigned from UPI the day after the conference call.

Christopher J. Smith, UPI director of corporate communications, said the wire service made Hughes an offer upon his leaving the company, but Hughes refused it. "The company was rather slow to respond again," and Hughes subsequently filed suit, Smith said.

UPI has denied the defamation charges.

Meanwhile, UPI has been declared not liable in some older libel suits against it. The cases are tied up in lingering bankruptcy proceedings.

At issue are six suits filed before UPI sought Chapter 11 bankruptcy protection April 28, 1985. UPI General Counsel Michael E. Veve said the U.S. Bankruptcy Court has relieved New UPI Inc.—holding company of UPI since its purchase in June 1986 by Mario Vázquez-Raña—of any responsibility relating to those libel claims.

UPI's libel insurance company, Mutual Insurance Co. Ltd. of Hamilton, Bermuda, has argued that Mutual, too, should be relieved of responsibility. The court has not ruled on the matter.

Lack of a decision has held up payment of money to large, unsecured UPI creditors left holding the bag when the wire service under previous ownership went to bankruptcy court. Funds that Vázquez-Raña set aside for payment to them, as part of a settlement allowing him to buy UPI [**presstime**, July 1986, p. 19], will not be distributed until the libel issues are resolved, Veve said.

With interest, the amount set aside has grown from about $9.5 million to $10.3 million, according to the company.

Outcome of the libel suits could have an impact on how much of that amount creditors ultimately will receive, Veve said. ☐

Editor-educator named to head API

William L. Winter becomes the sixth director in the 41-year-history of the American Press Institute on Sept. 1, moving to the Reston, Va., training facility from the executive editor's post at the Pasadena (Calif.) Star-News.

Winter, 43, was chosen after a nationwide search to fill the vacancy created by the resignation of Frank Quine, which took effect July 1 [**presstime**, June 1987, p. 96]. A native of Jonesboro, Ark., Winter has a doctorate in higher education from Kent State University.

He has held newspaper editing jobs in Akron and Louisville, and worked as bureau chief for the Associated Press in Louisville. He also has taught journalism courses at Kent State, Central Michigan University and San Antonio College. ☐

Carr leaving NNA's ad-rep firm; credited with overseeing turnaround

Eugene G. Carr is resigning as president of American Newspaper Representatives Inc. to pursue other interests. ANR, an advertising "rep" firm representing more than 7,000 weeklies and small dailies, is a wholly owned subsidiary of the National Newspaper Association.

Carr, former executive vice president of the North Dakota Newspaper Association, joined ANR in November 1985. At that time, Carr said, he made a two-year commitment to the firm. He will remain with ANR during the transition to a new president.

According to NNA, the ANR Board of Directors accepted Carr's resignation "with regret," noting that he had led the company during "a difficult two-year economic period to where it was operating profitably." The search for a successor will be made by the ANR board, which is headed by NNA Executive Vice President David C. Simonson.

During Carr's tenure, ANR computerized its advertising data and order processing and moved its headquarters from Brooklyn, N.Y., to Minneapolis [**presstime**, Dec. 1985, p. 51]. The firm also has sales offices in New York City, Detroit and Chicago. ☐

Kit is available to help in observing Newspaper Week

National Newspaper Week will be observed Oct. 4-10 with the theme "Your Newspaper: People Serving People."

Newspaper Association Managers, the organization for managers of state, regional and national press organizations, annually sponsors the observance and has available a press kit with suggestions on how newspapers can observe the week.

The kit also contains material for the Oct. 10 observance of International Newspaper Carrier Day, sponsored by the International Circulation Managers Association.

The kit costs $6, plus $1.50 for postage and shipping. Contact the NAM office at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041; (703) 648-1123. ☐

YOUR NEWSPAPER
PEOPLE
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NATIONAL NEWSPAPER WEEK
OCTOBER 4-10, 1987

Merger studied

A joint committee is considering a possible merger of two regional newspaper organizations, Allied Daily Newspapers and the Pacific Northwest Newspaper Association.

Allied is a multi-service organization based in Tacoma, Wash. PNNA, whose focus is newspaper labor and personnel relations, is headquartered in Portland, Ore. Overlapping services and memberships prompted the merger discussions. ☐

Changes in command

Newspaper Association Managers, at its annual convention Aug. 9-13 in Durango, Colo., elected the following new officers:

- *President*—Jerry W. Friedheim, American Newspaper Publishers Association
- *Vice President*—Kathy T. Chaffin, Georgia Press Association
- *Secretary*—Ken Drum, Ohio Newspaper Association
- *Treasurer*—Stephen E. Palmedo, Newspaper Association Managers. ☐

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60,000-circulation daily brings estimated $155 million

BUSINESS ROUND-UP

Several newspaper analysts estimate that the winning bid for the Morristown (N.J.) Daily Record was $155 million.

The price, disclosed by Ingersoll Publications Co. as being "in excess of $100 million," is estimated to be 5.3 times the 60,243-circulation daily's estimated annual revenues of $29 million. The sale price and the revenue multiple rank the transaction as one of the largest ever for a newspaper that size.

"It's very high. I guess I would say it's roughly twice as much as we've seen typically for newspapers of this size and this type of market," said Bruce Thorp, an analyst with the Washington, D.C., brokerage firm of Lynch, Jones & Ryan.

Rival contenders were Malcolm A. Borg, chairman of the Bergen Record Corp. of Hackensack, N.J., and William Dean Singleton, president of Garden State Newspapers Inc., a subsidiary of his MediaNews Group. Their bids were believed to have been close to $125 million or more.

The Daily Record has been owned by the Tomlinson family for 87 years.

Mark Goodson, of television game show fame, actually will be putting up the money for the morning paper, although the purchase was negotiated by Ingersoll Publications, management arm of Ingersoll Newspapers Inc.

Ralph Ingersoll II, chairman and chief executive officer of Ingersoll Newspapers, will have operational control of the Daily Record. This arrangement is being used in other situations, such as the New Haven (Conn.) Register, which Goodson owns but Ingersoll manages under terms of a contract.

The late Ralph Ingersoll Sr. and Goodson had owned certain newspapers jointly, but under an agreement signed in July 1986 Goodson and Ingersoll Newspapers restructured the holdings by selling the minority interests in their properties to each other.

The agreement also established options for one to buy the other's newspaper holdings at the time when either Goodson or Ralph Ingersoll II died.

In other recent business news concerning newspapers:

- Singleton's **Garden State Newspapers Inc.** bought The Johnstown (Pa.) Tribune Publishing Co. and its holdings from the Mayer family and the Anderson H. Walters Trust.

Included in the deal are The Tribune-Democrat of Johnstown (morning, daily circulation 50,592); The Columbia (Pa.) News (evening, 4,313); two free-circulation weeklies in Pennsylvania, an AM and a FM radio station, and two real estate companies.

The selling price was not disclosed, but analysts estimated the price for the two dailies to be about $73 million, based on industry averages.

- Toronto-based **Hollinger Inc.**, through its American Publishing Co. subsidiary, bought two more small U.S. daily newspapers. They are: The Stillwater (Minn.) Evening Gazette (5,250), acquired from the Easton family that had owned it since 1870; and the Waynesboro (Pa.) Record Herald, acquired from the Chalfant family. Prices were not disclosed.

- One of the few places in the United States where a Sunday-only newspaper is published now has competing Sunday papers.

The Wilkes-Barre (Pa.) Times Leader, previously a six-day morning paper with circulation of 46,961, began publishing a Sunday edition Aug. 9 with a 128-page inaugural edition. The Times Leader is owned by Capital Cities/ABC Inc.

Wilkes-Barre's Sunday-only paper, which dates from the early part of the 20th century, is the Sunday Independent, which has circulation of about 65,000 [**presstime**, Nov. 1986, p. 44].

- Billboard Publications, acquired by **Affiliated Publications Inc.** in April, agreed to buy Plants, Sites & Parks magazine for an undisclosed price. Affiliated owns The Boston Globe. □

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Correction

An article in the June issue about suburban competition incorrectly reported that The Baltimore Sun planned to begin zoned editions this year in competition with The Capital in Annapolis, Md.

The Sun has been publishing a zoned edition for Anne Arundel County, serving the Annapolis area, for 10 years. It plans to expand it from semiweekly publication to triweekly this month.

Presstime regrets the error. □

ANPA *Calendar*

SEPTEMBER

ANPA Technical Committee and ANPA/TEC '88 Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 2-3

ANPA Foundation/International Reading Association Workshop and Reception on Literacy
National Press Club, Washington, D.C., Sept. 8

ANPA Board of Directors meeting
J.W. Marriott Hotel, Washington, D.C., and The Newspaper Center, Reston, Va., Sept. 9-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 14-18

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Inner Harbor, Baltimore, Sept. 16-19

ANPA Management Development Workshop
Hyatt Regency Austin, Sept. 21-24

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 22-23

ANPA Circulation and Readership Committee meeting
Grand Hotel, Washington, D.C., Sept. 23-24

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 28-29

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Sept. 28-Oct. 2

OCTOBER

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Oct. 5-7

ANPA Human Resources Committee meeting
Sheraton Premiere, Tysons Corner, Va., and The Newspaper Center, Reston, Va., Oct. 6-7

ANPA Foundation NIE Instructor Training Seminar
Xerox Training Center, Leesburg, Va., Oct. 6-9

ANPA Foundation Minority Programs Advisory Group meeting
The Newspaper Center, Reston, Va., Oct. 7

ANPA Legal Affairs Committee meeting
The Baltimore Sun, Oct. 8

ANPA/American Bar Association Task Force meeting
Hyatt Regency Baltimore, Oct. 8-9

ANPA Postal Committee meeting
The Sheraton Grand on Capitol Hill, Washington, D.C., Oct. 14-15

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Chateau Frontenac, Quebec City, Oct. 15-16

ANPA presstime Advisory Committee meeting
The Dallas Morning News, Oct. 19

ANPA Pressroom Options IV Symposium
Hyatt Regency O'Hare, Chicago, Oct. 19-21

ANPA Web Offset Newspaper Press Operation Seminar
The Newspaper Center, Reston, Va., Oct. 19-23

ANPA Telecommunications Committee meeting
Park Hyatt, Washington, D.C., Oct. 22-23

ANPA Newsprint Committee meeting
Four Seasons, Vancouver, British Columbia, Oct. 26

ANPA Newsprint Committee/CPPA Newsprint Section meeting
University of British Columbia, Vancouver, Oct. 27

ANPA Labor Relations Seminar
Westin Hotel, Seattle, Oct. 28-30

ANPA Convention Arrangements Committee meeting
Fairmont Hotel, San Francisco, Oct. 29

ANPA Health and Safety Symposium
Orlando Marriott, Oct. 29-30

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over-set

Newspaper numbers

7—annual percentage rate of replenishment in the ranks of U.S. newspaper reporters by new college graduates, according to The Newspaper Fund.

13—percent of adult Americans reading two or more newspapers on an average weekday, down from 24 percent in 1967.

2.8—U.S. newspapers' lost-workday injury rate per 100 full-time employees in 1985. Equivalent injury rate for all the private sector was 3.4 per 100.

88—percent of member newspapers reporting in a recent ANPA survey that they offer pension coverage to employees.

A worrisome signal from student leaders

Only about half of high school student leaders spend as much as 10 minutes reading a daily newspaper, according to a survey of teenagers attending the 51st conference of the National Association of Student Councils.

Forty-one percent said they spend 10 to 20 minutes reading the newspaper, and slightly less than 10 percent read one for a half hour or more each day.

Thirty-nine percent read a paper for fewer than 10 minutes daily, and a tad above 10 percent don't read one at all.

About 1,400 student government officers, school editors and band leaders were polled during the NASC's summer conference in Amherst, N.Y. They were asked their opinions on a range of issues that also included credibility of institutions.

The hometown daily newspaper ranked low on the credibility scale, with only 15.7 percent of respondents calling it their most believable source of news. In contrast, 58.2 percent of the students rated national network television news as the most credible. Local television news rated about the same as daily newspapers, 16.6 percent.

C. David Rambo

Eat, drink and read funnies at this Sunday brunch

Lots of restaurants provide Sunday brunch patrons with a complimentary paper to read while they consume their coffee and eggs Benedict. But a hotel restaurant in the Washington, D.C., area boasts that it offers its brunch customers "America's largest selection of Sunday newspapers from around the United States under one roof."

Many area residents are "transplants" from other parts of the country, explains Dennis R. Layer, director of marketing for the Radisson Mark Plaza Hotel in Alexandria, Va. Hotel management thought it would be "kind of refreshing" for them to have hometown papers to read while dining, he said. Working through a local distributor, the hotel gets papers from about two dozen major cities.

For the "Sunday Funnies Brunch," the hotel sets up an authentic-looking newsstand at the entrance to the restaurant. The theme dominates inside, too, as waiters wear aprons adorned with comics characters and placemats are laminated comics pages. The menu features such things as "Hot Off the Press" waffles, "Dagwood's Deli" sandwiches, "Popeye's Spinach Patch" salads, and Brenda Starr's "Starr Struck Egg Dishes." In the photo above, waitress Anna M. Espejo chats with (from left) Dorothy P. Heater of Sebring, Fla., and Maria C. Caiozzo and Michelle R. Gries of Alexandria, who are reading The Philadelphia Inquirer.

What would Mark Twain have said?

"Newspaper reporters have the shortest life expectancy of any occupational group, next to coal miners, waiters, and bartenders."

Sez who?

The intriguing statement was published in the July 15 edition of Media Industry Newsletter, a media and marketing trade publication circulated among media executives.

MIN attributed the information to the July issue of Longevity, a monthly newsletter published by Omni Publications International Ltd. in New York City. Longevity got the information from an article in the November-December 1986 issue of Complementary Medicine Magazine, published in Gig Harbor, Wash. The free-lance writer who contributed the story to the magazine says she got the data from the book *Lifespans*, by Frank Kendig. The book contains no such statement.

It must be such frustrating, fruitless attempts at fact-checking that lead reporters to an early grave, maybe.

Despite blindness, he carries on

The snow is the worst obstacle, says blind newspaper carrier John A. Miller. When it snows a foot or more in Omaha, many of the contours and landmarks he customarily depends on to find his way along the delivery route are obliterated.

"Then I have to rely even more on my memory," says Miller, who has an afternoon route for the Omaha World-Herald. "I have to remember it's so many feet to the next house."

Miller was three and a half years old when he was stricken with retinitis pigmentosa, a rare hereditary eye disease that results in blindness. He can now see well enough only to distinguish light from dark.

He carries a white cane while walking the 50-customer route in his own residential neighborhood. He uses billing cards marked in Braille.

The 17-year-old high school senior was awarded one of two Gilbert M. and Martha H. Hitchcock Foundation $1,000 scholarships to be used to attend college. The scholarships, named after the founder of the World-Herald and his wife, are given annually to outstanding carriers.

Omaha World-Herald

Phil Johnson, Omaha World-Herald

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